

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LX.

NEW YORK, JULY 17, 1907.

No. 3.

The Butterick Trio

Comprising

The Delineator

15c.—\$1 year

The Designer

10c.—50c. year

New Idea Woman's Magazine

5c.—50c. year

Reaching .. 1,600,000
Homes

About 10,000,000
Prosperous Readers

—Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves.....“The Cream of Good Customers in America”.....A group of consumers whose patronage alone is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: \$7.12½ per agate line. An inch ad one time (\$100) costs you 1-1000 of 1c. per reader. A Page ad one time (\$2550) costs you about 1-40 of 1c. per reader.

W. H. BLACK

Mgr. of Advertising

Home Office, Butterick Bldg.
New York

F. H. RALSTEN

Western Adv. Mgr.

First National Bank Bldg.
Chicago

THE BUTTERICK TRIO.

THE Delineator - THE Designer - NEW IDEA WOMAN'S MAGAZINE
BUTTERICK BUILDING, NEW YORK

W. H. Black, Manager of Advertising

We receive letters from prospective advertisers asking for detailed information as to the actual amount of duplication carried by the members of the Butterick Trio.

Here are cold figures for these advertisers who believe in concentration of mediums and widespread distribution as achieved only by practically non-duplicating circulation methods, but who want facts.

In a certain city the Butterick Trio has 6,670 subscribers—

Delineator.....	4,000
Designer.....	1,500
New Idea Woman's Magazine.....	1,170

6,670

Out of this clientele there are but—

90 who subscribe both for Delineator and Designer—
14 who subscribe both for the Delineator and the New Idea—

12 who subscribe for Designer and New Idea,
and only 3 who take all three magazines.

The city selected for this test was taken at random and fairly represents circulation conditions of the Butterick Trio all over the United States. We have proved this by checking up a number of other cities and towns, all of which maintain approximately the average here cited.

These three publications are all operated under one roof, with one gigantic printing plant, one circulation department, one business department and one advertising department—a combination that makes economy of production most pronounced—and only for this reason is the Butterick rate as low as it is—\$7.12½ a line for a circulation of 1,600,000.

Advertisers who appreciate quantity, quality and non-duplication of circulation—advertisers who appreciate thorough, widespread advertising that commands national consumer-demand—use the Butterick Trio.

If still you don't believe, key your advertisement, get your results, and then talk to me.

W. H. Black

Manager of Advertising

1,600,000 FAMILIES 10,000,000 PROSPEROUS READERS

DELINEATOR

DESIGNER

NEW IDEA WOMAN'S MAGAZINE

THE

BUTTERICK TRIO

Mathews Leads All the Rest.

JULIUS MATHEWS

CHICAGO

BOSTON

NEW YORK

1613 MARQUETTE BLDG.

2 BEACON STREET

3076 METROPOLITAN LIFE BLDG.

Phone 1081 Haymarket

Special Representative

New Haven, Ct., Register

MAINE NEWSPAPERS:

AUGUSTA JOURNAL
PORTLAND EXPRESSBANGOR COMMERCIAL
LEWISTON SUN
BIDDEFORD JOURNALBATH TIMES
ROCKLAND STAR

NEW HAMPSHIRE NEWSPAPERS:

MANCHESTER UNION

DOVER DEMOCRAT

VERMONT NEWSPAPERS:

MONTPELIER ARGUS
ST. ALBANS MESSENGERBARRE TIMES
RUTLAND HERALDBENNINGTON BANNER
BURLINGTON FREE PRESS

MASSACHUSETTS NEWSPAPERS:

WORCESTER GAZETTE

SPRINGFIELD NEWS

NORTHAMPTON GAZETTE

HOLYOKE TRANSCRIPT
NEWBURYPORT NEWS AND HERALD

BOSTON, MASS., July 8, 1907.

PRINTERS' INK PUBLISHING CO.,

New York, N. Y.:

Gentlemen—

Enclosed is check for two-line advertisement of Bennington, Vt., *Banner*, one year in Roll of Honor.

I represent either the only daily or the best and largest daily in every city in Vermont in which dailies are published—and all of them are now represented in your Roll of Honor.

Can any other Special Agent point to a State list comprised of the best paper of largest circulation in each city and all represented in the Roll of Honor?

Very truly yours,

JULIUS MATHEWS.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LX.

NEW YORK, JULY 17, 1907.

No. 3.

SELECTING AN AGENCY.

WHEN THE SHERWIN-WILLIAMS COMPANY MADE A MAGAZINE APPROPRIATION RECENTLY, IT PLACED THE ACCOUNT IN COMPETITION—HOW THE AGENCIES WERE INVESTIGATED.

When a business house appropriates money to be spent in advertising, it obviously needs a general advertising agency's service in planning, and spending, and following up results.

How should such a house go about selecting an agency?

As the thing usually works out in actuality, the house seldom selects. It is just the other way. The advertising agent selects the advertiser. Ninety-nine times in a hundred, the whole chain of events starts with the agency, which appears first and persuades the advertiser to make the appropriation.

But suppose an exceptionally strong, wise, cautious business house saw fit to make its appropriation without pressure from without, and that it then determined to look over the whole agency field for the purpose of finding the agency that could give the best service. What would be the course to follow in such circumstances?

This is precisely what one of the largest manufacturing concerns in the United States did not long ago. After making an advertising appropriation on its own initiative, it went out into the agency field and found an agency by a process of inquiry and elimination, just as it would have gone out to buy any other service, or even raw materials.

The Sherwin-Williams Com-

pany, conceded to be the largest paint and varnish manufacturing concern in the world, has twenty-seven factories, grouped in five large plants, and makes and sells its products all over the world. Advertising is nothing new to this house. For fully twenty years the Sherwin-Williams products have been actively pushed through the trade. The company has an advertising department employing 185 persons, in charge of an advertising manager. It has three publications of its own—one for employees, one going to dealers, and the third mailed regularly to architects. Literature and sample cards are prepared in enormous quantities, and distributed by a system that, with years, has come to be very exact and economical. The outdoor bulletins of this house are familiar, and in reaching the general public it has employed many mediums.

But until the present year the Sherwin-Williams Company has done almost no general advertising in periodicals.

In the conduct of its advertising department the company makes a stated appropriation based on a percentage of the estimated sales of goods for the forthcoming year. During the past few years this appropriation has left a surplus. When the directors looked about for a new form of promotion work to utilize this surplus they decided on magazine advertising as the next logical step. Then the aid of a general agency was needed, and the company made its selection in a novel manner, said to be characteristic of its methods and practicality in all departments.

First a letter was written to all

the leading advertising agencies in the United States, asking whether, in their opinion, the great paint house could profitably advertise in magazines. The universal reply, of course, was "Yes." But there were different ways of saying it, and the directors carefully considered these opinions before approving the new policy.

Then, when magazine advertising had been settled upon, the directors decided that every advertising agency in the country, large and small, should have a chance to compete for this account, and that it should be awarded to the one who could make the best showing. The following terms were laid down:

That the advertising agent who wished to compete for the account should answer a list of twelve questions prepared by the Sherwin-Williams advertising committee and advertising department; That he should furnish a complete list of his clients; That he should prepare an outline plan showing how he thought the new appropriation ought to be spent.

Some agencies refused to compete at all. But those who did were asked to forward their lists of clients, and then, to each client of each agency the paint house wrote this letter:

CLEVELAND, O., Dec. 18, 1906.

GENTLEMEN—We have been talking over with as to their ability to handle our advertising accounts. We are under the impression that they are now handling your advertising, and we are taking the liberty of asking you to give us some information on the above point.

First, have they always turned out satisfactory copy for you? Do they make a careful study of your proposition so as to put themselves in a position to write effective copies?

Second, do they give you good art work?

Third, does your account have the personal attention and interest of the principal of this agency?

Fourth, are you willing to recommend the services of this agency, basing your recommendation on your own experience with them?

Fifth, have they been able to help you in connection with your inside organization so as to put you in the best position to do good follow-up work and take advantage of your advertising in every way?

Sixth, are they handling magazine,

newspaper and billposting in your behalf?

Seventh, can you favor us with any samples of their work?

This may look like a rather formidable set of questions, but we are very anxious to place our business in the right hands. Of course, any information which you may give us will be held strictly confidential by us.

Thanking you for any trouble in our behalf, we are Yours truly,

THE SHERWIN-WILLIAMS Co.,

(Signed) L. R. Greene,

Mgr. Dept. of Publicity.

The account ultimately went to Calkins & Holden, of New York.

A full list of the twelve questions, together with Calkins & Holden's replies, is submitted below. These are suggestive not only as a statement of what one agency believes constitutes good service, but as a guide to the points that an advertiser ought to consider in selecting agency service, and how he might go about it in similar circumstances:

I—How long has your agency been established?

Five years.

II—What is the total of the accounts at present handled by your agency?

Twenty-one. While this represents the total number, it should be explained that a number of these accounts are small and inconspicuous, but you will get a general idea of what they are from our answer to your question No. 3.

III—Name some of your accounts.

Here is our complete list: The George N. Pierce Company, Automobiles and Bicycles; The Beech-Nut Packing Company, Bacon, Beef and Cans; Pearl Knitting Mills, Children's Knit Waists; Nestor Gianoalis Company, Cigarettes; Chatland & Lenhart, Crackers; Edison Manufacturing Company, Electric Batteries; The Welch Grape Juice Company, Grape Juice; Consolidated Rubber Tire Company, Vehicle Tires; The Yale & Towne Manufacturing Company, Locks and Builders' Hardware; P. Duff & Sons, Molasses; Bates Manufacturing Company, Numbering Machines; The Regina Company, Player Pianos and Music Boxes; National Phonograph Company, Phonographs; N. & G. Taylor Company, Roofing Tin; The J. B. Williams Company, Shaving and Toilet Soap; Home Silk Mills, Silk; Hanan & Son, Shoes; The Smith Premier Typewriter Company, Typewriters; Eaton-Hurlbut Paper Company, Writing Papers; The Sherwin-Williams Company, Paints and Varnishes; Mittenague Paper Company, Cover Stock, Bond Papers and Artists' Papers. We have from time to time small transitory accounts for the preparation of catalogues, booklets, mail series, follow-up matter, form letters and other printed things which are not

(Continued on page 6).



Put yourself in her place.

Forget that you are a prosperous advertiser with three automobiles, more table-d'hote dinners than you can possibly digest, and a library table which is smothered with magazines toward the end of each month.

Imagine instead that you are a typical American housewife, with most of the comforts and a few luxuries. Now the case is different. THE LADIES' HOME JOURNAL is not now, to you, merely another magazine. Paper-and-ink-wise, its coming is the most important event of the month. It is your "guide, philosopher and friend."

From it you fashion your garments, cook your meals and, to an extent, do your purchasing.

From your new point of view, do you wonder that THE LADIES' HOME JOURNAL is the greatest advertising medium in the world?

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

given in the above list. As far as possible, however, we are trying to eliminate such work, except where it is done for customers whose magazine, newspaper and street-car advertising we also prepare on the theory that "it is better for us and therefore better for our clients, that we do many things for a few clients than a few things for many clients."

IV—What facilities are at your command for turning out good copy?

The good "team work" of a very small staff. Understanding "copy" as that combination of text with design which produces a complete advertisement, we wish to say that all copy is prepared only after the plan of the campaign and the policy or "tone" of the advertising has been fully discussed before the small staff which constitutes the "brains" of our office. This does not mean that the actual design used in an advertisement would be drawn by either Mr. Calkins or Mr. Holden. It does mean that Mr. Hall, who is in charge of the Art Department, would be present at the meetings where every detail of the proposed advertising had been discussed. (For the handling of art work see answer to No. 5.) Likewise Mr. Sherbow, the typographer, would have been present because the typographical form of the advertising has much to do with its effectiveness. Mr. Clayberger would be present because a discussion of the list, the respective values of publications, and the positions to be requested are important in the "placing" of the advertising. These meetings are held daily and the vital points of each customer's advertising are discussed, not only at first but during all the time that we handle the advertising. The three objects to be obtained in preparing an advertisement are: 1—The quality of attracting attention. 2—Display of the name or picture of the article advertised. 3—Text intended to sell the goods. The actual writing of the copy, as well as the final form of the plan, the decision as to style, policy and character of the advertising, is decided by Mr. Calkins and Mr. Holden, with the advice and assistance of Mr. W. C. Calkins. No plan, copy or design leaves the office until it has been passed by either Mr. Calkins or Mr. Holden, and as far as possible by both.

V—What facilities are at your command for turning out good art work?

A small but well-organized art department, *designedly* not large enough for all of the work we require. Good art work as a part of good magazine advertising and of all good advertising, has been explained in the answer to the previous question. The ideas of the designs are not due entirely to Mr. Hall's suggestion but to the suggestions of the entire staff. In the working out of them Mr. Hall has the advantage of an immediate staff of artists, all selected for special work—the sort of work that is best done in our own studio and under the supervision of our own art manager. We keep in close connection, through Mr. Hall, with numerous art studios located in and about New York and also

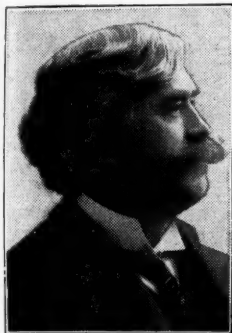
in other cities. These studios are managed by men trained in commercial designing, but the work they do for us must conform to our standards and pass not only Mr. Hall, but the entire staff. They must be not only good designs, but also good advertising. We are not, however, confined to commercial art. We keep in touch with all the leading artists of the United States, and can secure work of the sort that is used for magazine and book illustrating, or color work of the kind that is shown at art exhibitions, if desired. We have, through the arrangement and management of our Art Department, an auxiliary art department consisting of every good artist in the world whose work is purchasable, provided it is wanted and the price for it is available. In this case what we supply is not the work of the artist, but the intelligence which decides whether that work is fitted for advertising the particular article in question.

VI—On what basis will you handle our account? What will be your charge to us?

Practically, we would charge fifteen per cent on the net cost of the space to us where the appropriation does not exceed one hundred thousand dollars a year; otherwise, ten per cent. It must be noted, however, that certain publications compel advertising agents to sign a contract by which they bind themselves to bill their clients at card rates, the commission, of course, being included in the card rate, and the commission in all such cases is from ten to fifteen per cent. We should add that on "contract" publications which allow agents more than ten per cent, we must absorb the full commission irrespective of the amount of the client's appropriation. These, however, are few in number and do not exceed fifteen per cent—some are thirteen per cent. When we present an estimate it is always in two columns—one column headed "Net" and the other "Gross." The amounts in the gross column represent the publications with which we are bound by the contract mentioned above. To the total of this gross column no commission is added, because it has been included. In the net column we figure the actual net cost to us and to the total of the net column we add ten or fifteen per cent, as the case may be. This commission compensates us for everything in the way of advice, counsel, the study of the subject, the planning of the campaign and the actual writing of copy, together with ideas and suggestions for designs. All other expenditures, such as the designs themselves, engraving, electrotyping, typesetting and printing used in the magazine advertising, are charged the customers according to the cost to us. All collateral matter, such as booklets, follow-up matter and the like are extra. The prices for such work, however, are agreed upon in advance, and all such work is done subject to the previous approval of the advertiser. We also insist that all customers shall take advantage of

(Continued on page 8).

How the Pierce Weeklies Prove Their Circulation



*Methods which place
Agricultural Advertising
on the High Plane
of Absolute Certainty.*

The **PIERCE WEEKLIES**
(The **Iowa Homestead**, Des
Moines, Iowa, with 100,000 circulation;
The **Farmer and Stockman**,
Kansas City, Mo., with 56,000 circulation,
and The **Wisconsin Farmer**,
Madison, Wis., with 34,000 circulation)

have introduced the following methods of proving their circulation—methods which, it is believed, will place agricultural advertising on a basis of absolute certainty as to circulation, a basis as business-like as that of banking:

1. The **PIERCE WEEKLIES** make their sworn statements of circulation a part of their advertising contracts, enforceable in the courts.
2. The **PIERCE WEEKLIES** prove their circulation by post-office receipts, which show that their published claims include no sample copies whatever; that in the few cases where sample copies are sent out, they are additional to the regular sworn, bona-fide circulation. (N. B.—The postal regulations now require sample copies to be weighed separately—a requirement enabling the advertiser who demands proofs to know to what extent papers pad their circulation with sample copies.)
3. The **PIERCE WEEKLIES** furnish to advertisers, on application, detailed statements of the distribution of their circulation by States.
4. The **PIERCE WEEKLIES** stand ready to permit advertisers at any and all times to count the names on their mailing lists, and thus verify their sworn statements of circulation and their reports of distribution by States.
5. The **PIERCE WEEKLIES** cheerfully submit to advertisers at any time their bills for white paper, verifying their other statements and furnishing an addition check (besides the post-office receipts) upon the circulation proofs.
6. The **PIERCE WEEKLIES** publish, from time to time, maps showing the geographical distribution of their circulation—one map showing the field of each paper and another giving their combined circulation by States.
7. The **PIERCE WEEKLIES** are ready at all times to submit their subscription books, original subscription orders and all other circulation data to any advertiser or advertising agency for examination.

The **PIERCE WEEKLIES** believe that these methods should be applied by the agricultural advertiser in Iowa and all along the line. Advertising is expensive. He who sells should be willing to measure his deliveries—he who buys should insist upon knowing what he is getting.

THE PIERCE PUBLICATIONS,

Central Office: Homestead Bldg.,
DES MOINES, IOWA.

the five per cent discount allowed by magazines to insure prompt payment of bills for magazine space.

VII—If we should give you our account, what steps would you take to familiarize yourself with our proposition?

We study not only your goods but also your selling problem. We should visit the factory for the inspiration it would give us and the advantage we would gain by talking with the principals of your company, and, if possible, the heads of departments. We have always found it more advantageous to see personally the plant in which the goods are manufactured than to depend entirely upon printed matter describing them, however good. Following our visit to the factory, we begin our study of the subject, and this would result in the presentation of a carefully elaborated plan of work with suggestions for copy, designs, etc. This first study would be supplemented for as long a time as we did your advertising by constant effort on the part of every one of our staff to ascertain conditions under which your goods are used, to draw upon our personal experience and the personal experiences of our friends, to find out the attitude toward your goods on the part of the consumer and the retail store, and in every way to get the point of view of the consumer as a guide in preparing the advertising. In other words, we live with each one of our advertising accounts. As we go about the world we constantly study the effect of our advertising upon the public, the effect of the goods we advertise upon the public, the opinions of various people about the advertising and about the goods, so that we can see whether the advertising accomplishes what we intended it shall accomplish.

VIII—What is the form of contract which you would put up to us?

None. We have no contract with any client and would never ask for one. We would much rather keep the whole matter on a professional basis, depending for the continuance of relations upon the satisfaction given by the work and would, under no circumstances, want to hold a client who was dissatisfied.

IX—(a). Would our accounts have the personal attention and interest of the principals of your agency?

(b). To what extent would they handle the actual writing and designing?

(a). Yes. (b). Entirely. This question has been rather fully answered in our answers to your questions Numbers 4 and 5. We wish to emphasize, however, that the actual planning of your campaign and the writing of the copy necessary to it would always be handled by the principals—never delegated to a subordinate. As to designing, the idea would be either originated or approved by the principals and the final drawings passed upon by them.

X—Why do you think an agency of your size is best able to give us good service?

This question is probably prompted by the claims which, in the past, have

very frequently been made by large advertising agencies to the effect that they handle so much business and are so important to the publications that they are always able to secure special privileges to dominate positions and to have favors granted which a small agency would never hope to receive. Arguments of this kind belong to a period in advertising long since passed, although we occasionally hear of a repetition of them even now. Our five years' experience in handling just such problems has demonstrated to at least our own satisfaction that no matter how true this condition might have been fifteen years ago, it does not even bear a relation to the truth today. In fact, one of the things that has pleased us most in our relations with the magazines is the spirit in which the publishers have met us, and we are quite sure that there are no privileges given by publishers of which we do not at least get our share and we suspect very often a little more for good measure. It may be well to state here that we never accept the account of a competitor of one of our clients.

XI—(a). Are you in position to advise us in connection with our bulletin boards and billposters?

(b). Is there anyone on your staff who has had experience along these lines?

(c). What accounts of this kind have you handled?

(a). No. (b). No. (c). None. We have never had much to do with the actual placing of orders for billboard and painted sign work, although from time to time we have prepared sketches and designs for this purpose. Most agencies, we believe, find it more expedient to deal directly with the various firms combining these privileges rather than attempt to make it an arm of their own business. We believe if you went into this work very much we could be of material assistance to you in planning and designing posters, but our actual knowledge of the handling of such work is limited.

XII—Will you kindly send us samples of some of the advertising copies you have used for your clients? We would like to see not only samples of magazine copy, but also booklets, catalogues, follow-up-matter, etc.

A large collection of this has been sent you.

The Sherwin-Williams investigation is said to have been more thorough than any previously made along this line, and was unique in that it took into consideration the agents' own clients and their opinions.

You plan for the future in financial matters; take the same precautions concerning our physical welfare. What is a million dollars compared to health?

QUEER type displays like lady barbers, are not better because of their uniqueness.—*Rusty Mike's Diary.*

THE NEW YORK WORLD'S Growth in Circulation

138,445,215 Worlds

were printed and circulated in the first six months of 1907.

16,653,002 MORE copies Net sold than in the first six months of 1906, or

92,005 MORE copies a day Net sold (Sundays included) than in the first six months of 1906.

All Unsold, Free and Exchange Copies Deducted.

The World's White Paper Consumption

44,473,035 Pounds

of white paper were consumed in the first six months of 1907;

6,398,292 pounds MORE than in the same months of 1906.

The undersigned duly certify that the above figures of circulation growth and paper consumption are correct.

DON C. SEITZ, Business Manager.

J. ANGUS SHAW, Treasurer.

Sworn to before me this 29th day of June, 1907, G. C. FIEGEL, Notary Public.

PRESS PUBLISHING COMPANY, NEW YORK WORLD.

Gentlemen: We beg to advise you that your paper consumption for the past six months of 1907 amounted to 44,473,035 pounds, an increase of 6,398,292 pounds over the same months of last year. We congratulate you upon this unprecedented increase.

Yours truly,
New York, June 29, 1907.

GREAT NORTHERN PAPER COMPANY.
J. SANFORD BARNES, Treasurer.

CERTIFICATION.

THE PRESS PUBLISHING COMPANY, NEW YORK WORLD.

Gentlemen: We have examined the circulation and white paper accounts of the World for the first six months of 1906 and 1907, and also the records of the Great Northern Paper Company for the same periods, and beg to report that we find the World has printed and circulated 138,445,215 copies from January 1, 1907, to date, while the net sales of the Daily, Evening and Sunday editions, all free copies, returns and exchanges deducted, show an increase of 16,653,002 over the same six months of 1906, or a net gain of 92,005 copies per day (including Sundays), and that the paper consumption amounted to 44,473,035 pounds, or 6,398,292 pounds more than in the same months of 1906.

New York, June 29, 1907.

BARROW, WADE, GUTHRIE & CO.,
Chartered Accountants.

FOOL NAMES.

In selecting a name for an advertised commodity many advertisers seem to be guided entirely by elements of novelty or freakishness without any regard for how the name will "wear," or the dignity of the people who are asked to go into stores and ask for the product.

Imagine any person with self-respect going into a grocery or drug store and inquiring, "Have you got Noslmele?" Yet a disinfectant under this freak brand has been extensively advertised in New York street cars the past few months, and the manufacturer evidently thinks the name the best thing connected with his product, because much of his publicity expenditure was devoted at the outset to an attempt to arouse interest by mystification, printing the name alone, on the "Guess what it is?" plan.

The present writer believes that, needing a household disinfectant, he would ask for the old reliable Platt's Chlorides, and not risk giving the retail grocery or drug trade the notion that he kept a Chinese laundry. He believes there are, too, a good many more plain human beings like himself.

Large newspaper space was taken recently by another concern to advertise—what? Its trade name was made up of the initials "K-T-C," and the leading idea of the ads was to ask the reader if he had winked at the grocer. If he hadn't, he was invited to do so, and see what he would get. This is supposed to be a good way of sampling. But is it? Consider all the fool things in grocery stores already, and the number of products advertised by a simple explanation of what they are. Consider the people who wouldn't wink.

The brand "Uneeda" represents what was probably the greatest success ever made with a fool name, and has been responsible for much futile imitative foolishness. Do you imagine that the name "Uneeda" ever sold a package of crackers? The

National Biscuit Company took a census once in newspaper-reading New England, and found that about sixty per cent of the population did not know what the name stood for. Is it possible that sixty per cent of the people in New England had never tried this product? Hardly—perhaps every man, woman and child in the country has eaten these biscuits out of the purple package. What sold "Uneeda" was good biscuit, not the name, and under some conventional brand such as "National Biscuit" the commodity would probably have caught on as quickly. The enormous expenditure for advertising, backed by the quality of the product, would have sold anything of equal merit.

The fool advertising name undoubtedly wastes much good advertising money. Where one national campaign succeeds on a queer phonetic combination, ten fail. In the meantime, commodities with conventional names steadily come into wide patronage without any advertising at all.

Where the fool name hurts even more than in national merchandising operations, however, is when the small manufacturer working a single city or State, or the retailer putting up his own commodity for neighborhood sale, selects a fool name and puts behind it ninety per cent of the force of his tiny advertising expenditure.

The euphonious name, like "Sapolio," the descriptive name, like "Force" or "Egg-o-see," the name based on some historical fact, like a preparation put out by a New York pharmacist under the number of the original prescription—these are in a class apart from the fool name. But when the product is sold under a pun, and anyone purchasing it has to leave self-respect outside the shop where it is asked for, it may be counted upon that advertising energy is being wasted somewhere.

THE bore has no more place in business than in society. Few people realize that they are bores. They think that others are as interested in their affairs as they themselves are.

THE MAN WITH THE NICKEL.

A NEW ENGLAND BREWING COMPANY MAKES THE FIRST EXTENSIVE ADVERTISING CAMPAIGN FOR HIS TRADE IN ALE—WHY DRAUGHT ALES CAN BE PROFITABLY ADVERTISED IN NEW ENGLAND—A CAMPAIGN COVERING FIVE STATES THROUGH NEWSPAPERS AND BILLBOARDS.

An extensive campaign for draught ales, being waged in New England this summer by the Frank Jones Brewing Company, of Portsmouth, N. H., is that company's method of dealing with a serious substitution evil that has become a parasite on a great business.

Ale advertising is not uncommon. But heretofore most of the publicity in this field has been confined to the household, or bottle, demand. The amount of ale sold by the glass, over bars, is so small in most parts of the country that the brewing companies prefer to confine their promotion work to beer. In New England, however, conditions are different. Much of the beer sold there on draught is mixed with ale or porter, and it is said that more ale is drunk in the States of New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut than in all other States combined, owing to this local preference. Maine is excepted because of its "dry" laws.

The Frank Jones Brewing Company is advertising to interest the man with the nickel. The company claims to be the oldest concern brewing ale in this country, as well as the largest exclusive brewers—its output is confined to porter, ale and stout. Started in 1840, the business has been built up to a capacity of over 10,000 barrels a week. The corporation is now capitalized at \$7,000,000, and owns the only malting plant in New England, special stress being laid on the elements of quality that are secured through malt made from select Wisconsin barley, on the company's own premises, instead

of the use of ordinary commercial malt, as it is known. The company makes all its own barrels, and has a half million dollars tied up in them year in and year out. The plant at Portsmouth has more than two miles of railroad track in its own yards, and a special refrigerator car service, and is supplemented by everything that is most advanced and scientific in the making of these products.

The Jones ale business covers New England like a blanket, with some extensions into New York State and New Jersey. While bottled goods have a large sale, still the important consumer is the man who drinks a glass of half-and-half at a bar. Naturally, as the company's brands cost more where the retailer is concerned, and sell for the same price to the consumer, substitution and price competition have crept in, despite a strong selling organization. The company has never advertised heretofore in a vigorous fashion. But now an appropriation has been made largely with the purpose of fighting substitution, and the campaign under way is to blanket all the New England States except Maine with large newspaper copy and posters. Practically every newspaper in five States will be used, while on the boards there will be twelve- and twenty-four-sheet posters. During the summer, too, a number of novel side campaigns are to be undertaken, chiefly in the way of sensation advertising.

The copy in newspapers runs about seven inches deep and three columns wide, on the average, and is addressed almost exclusively to the consumer, telling of the superior methods of brewing used by this concern, and plainly stating that increased profit lies behind the retailer's desire to substitute something in place of Jones' ales. Readers are told to keep an eye open for the red, white and blue trademark, which is displayed by saloons, cafés and hotels selling Jones' ales on draught, and a brand called "Old-Fashioned Lively

Cream Ale" is put forward in the advertising because this brew represents the original one upon which the concern's reputation was built up, and constitutes fully fifty per cent of the output to-day.

Processes of brewing are to be dealt with at some length in newspaper copy, while the billboards will be used to emphasize

street," that when the subject of Jones' ale was brought up he would probably say:

"It ain't what it used to be. I can remember when everything was done by hand, in the old-fashioned way, and then the stuff was good. But since they started to puttin' chemicals in it it ain't what it used to be."

This particular fallacy was run



**Costs Dealers More—
Costs You the Same**

When an ale becomes so popular that dealers are willing to pay a higher price per barrel for it, then sell it to you at the same price as the cheaper ales—surely that ale must prove so appetizing and good—so plainly superior—that customers cannot be satisfied with any other.

FRANK JONES
Old-Fashioned
Lively Cream Ale

costs more to make than other ales, because it is made of better barley and hops, better brewed—malted in our own malt-houses to perfection.

Costs YOU no more than inferior ales—though it's worth twice as much. Insist on getting the real Frank Jones Ale—and to be sure of getting it look for places displaying our RED, WHITE AND BLUE QUALITY MARK.

If you prefer a brilliant ale, better than any h-lf-stock, ask for "Frank Jones Homestead Ale." Also when you want bottled ales and stout remember "Frank Jones" are best.

Woonsocket Agent, J. F. DONOHUE
12 Arnold Street Telephone 357 J



brand names and drive the longer newspaper arguments home. There are two motives for this: one to demonstrate quality and make Jones' ales worth asking for, and the other to dispel certain popular fallacies that circulate among those who drink beers, ales, whiskies, etc., concerning adulteration. It was found, for instance, in making inquiries of the "man in the

down with some care and patience, and finally traced to a source that was silly enough in itself, yet undoubtedly a good basis upon which to start such a popular notion. Like all progressive manufacturing businesses, there came a period at the Jones plant when it was advisable to install a laboratory, hire a chemist to analyze materials, and substitute scientific exactness for the

old rule of thumb. "They're making it out of chemicals now," was a popular interpretation of this chemical department, and that error traveled and became a tradition with thousands all over New England, as it doubtless has in connection with many another food or drink manufacturing enterprise that has a laboratory. A little explanatory advertising, however, will lay this ghost forever.

Apart from the man with the nickel, this ale campaign is to stimulate bottle and family trade, too. Substitution in this sort of trade is not so widespread an evil, but the competition of imported ales is met, and bottle trade can undoubtedly be widely extended by energetic publicity.

The company takes as firm a stand against imported ales, stouts and porters as against cheap substitutes in the draught trade. To bear a sea-voyage, it is said, the English and Irish ales have to be reinforced with a preservative, and are in several respects very different, when opened in this country, from the same brands as obtainable at home. The Frank Jones Brewing Company makes the public statement that the best imported ales in bottle can be approximated in quality by an American brewery if the latter will only take the same amount of trouble and go to the same expense as the British exporters, and that the domestic brewery has the advantage of a short haul to market, being in position to lay down its best product in wholesome condition. To educate the family trade, booklets showing the plant and describing processes are distributed. One of these brochures, "How Good Ale is Brewed," gives such information, with a list of agents and fac-similes of labels found on the Jones bottled India Pale Ale, Homestead Ale and Stout. Another booklet contains the rules of poker, with an appendix on the character of the company's various bottled brands. Novelties and other supplementary mediums characteristic in the brewing trade are also distributed

ed throughout the company's territory to prospective customers, the organization of agents and dealers giving an outlet for such advertising matter.

GOOD ADVICE.

Analyze the successes of other banks in the advertising line; each shows something useful to follow or leave alone. Advertising that imitates or copies lacks force. Don't appropriate the copy of others for your own use; there is a better way. Study bank advertising with the idea of getting suggestions; shape your suggestions so that they will suit your situation. Improve upon the advertising that you see. There is no limit to the variations of an idea or group of ideas. Grow up to your successes; change your methods from year to year until your system of advertising is entirely your own with the stamp of our individuality upon it.—*The Bank Advertiser.*

June in Chicago

During the month of June, 1907, the average circulation of the daily edition of The Chicago Record-Herald

Exceeded 152,592

**Or a Gain of More Than 14,000
Copies Over June, 1906**

The Record-Herald is confident that it has a larger circulation than any other two-cent paper, morning or evening.

It challenges an investigation if the assertion is questioned.

In the same month the average circulation of the Sunday issue

Exceeded 220,735

**Or a Gain of More Than 18,000
Copies Over June, 1906**

**The
Chicago Record-Herald.**

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE METROPOLITAN MORNING PAPER AS A MEDIUM FOR SMALL ADVERTISERS.

The solicitors of the *American*, among whom I am one, are making an effort to induce local advertisers to use morning newspapers with small, intelligent copy, and to run advertisements three times a week for a year. We go to a man who has never advertised, or, if he has advertised at all, has done so indifferently, and say to him:

Now, you cannot afford, apparently, to spend very much money in an advertising campaign. You probably do a business of \$30,000, \$40,000, or \$50,000 a year all told. The most that you can spend experimentally for the first year is ten per cent of your gross business.

If you attempt to spend from \$2,500 to \$5,000 a year in Sunday or evening newspapers you will be buried out of sight by the great volume of advertising done by the big stores, by the advertisers who have succeeded in business and are making enormous profits every year. You can become a great merchant in time, as you wish to do, by commencing to advertise, as the big merchant once did, in a small, persistent, regular way in three newspapers that will reach three-quarters of all of the people who read morning newspapers in New York and in the territory where New York newspapers are read.

You can go in the *World*, which is first in circulation; in the *American*, which is second in circulation, and in the *Times*, which is third in circulation, with a two-inch advertisement, three times a week for a year, at a cost in

The *World*, of .324 per line, or \$1,415.23
The *American*, of .306 per line, or 1,336.60
The *Times*, of .30 per line, or 1,310.40

A total of.....\$4,062.23

a very small sum of money to send a message from your store to three-quarters of a million people 156 times in the year.

The same amount of money

spent in the three big Sunday newspapers—The *American*, *World*, and *Herald*—would not begin to bring you the returns that these three morning newspapers will, because in the morning papers the advertisement is bound to be seen, while in the Sunday papers it is more than likely to be lost.

The morning newspaper, no matter how much advertising it has, never sacrifices the news. The Sunday newspaper, because of its own size, is compelled to sacrifice a lot of news in order to get the advertising in the paper.

The beginner at advertising has got to have a lot of faith, abundant courage, or he will not make a success. The beginner cannot afford to be sensational in his advertising—he has got to make a reputation for reliability first before his advertising will pay him.

People look for accurate, complete news in the morning paper, and they expect to see in the advertising columns of the morning paper the same dignity and integrity and accuracy that they find in the news columns. A flippant, untruthful statement in an advertisement in the morning newspapers will do an advertiser infinite harm, but straightforward talk that appeals to the intelligence of the reader is bound to have its effect, and ultimately will bring to the advertiser a large percentage of the best trade in the community.

A two-inch advertisement doesn't look very much, but placed advantageously in the morning newspapers (which the morning newspapers always do—they take care of the small advertiser), and if run three times a week on the plan suggested, will increase your business in a year's time to such an extent that your advertising will not cost you more than 20 per cent of the increased business.

The relative net circulation of the morning newspapers and the evening newspapers is, approximately the same—viz: 1,000,000 each. The city circulation for the morning papers is approxi-

mately 700,000; and, making allowance for waste and duplication the evening papers will not exceed that figure. The circulation of the morning newspapers is absolutely net, because the return privilege is not permitted and there is very little duplication.

Of course, as the question of advertising is discussed with the merchant, other suggestions are made besides these that I have recited. I do think that a united effort on the part of the solicitors on the *Times*, the *World* and the *American* will do a lot toward educating the local advertiser to have faith in morning newspapers.

There are at least 250 merchants in this town whose rental runs from \$5,000 to \$10,000 a year who ought to spend from \$2,500 to \$10,000 a year in advertising in the way that I have suggested, and if we get at these people, giving them facts, talking as strongly for all three papers as we would for one, it seems to me that this will appeal to the intelligence of the advertiser.—*William C. Freeman, Advertising Manager, New York American.*

“MADE IN GERMANY.”

In the work containing the English Trademark Law the suggestion is made that the present prescribed designation on goods “Made in Germany” be replaced by the universal description “Made Abroad.” The *London Daily News* has this to say of the above suggestion:

“This recalls a remarkable portion of commercial and political history. The ‘mark or origin’ was intended as a warning to patriotic consumers not to purchase foreign products for those of their own country. The results showed that the number of patriotic consumers, who concerned themselves whence the article came, as long as it was cheap and good, was extremely small. On the other hand, this distinction became a remarkably effective advertisement for each European country. The new designation will destroy the individuality, and could also, if it were possible, weaken the element of warning. There are, possibly, persons who have less objection against foreign than we will say, against Belgian or American goods. These would, in future, be in doubt as to the land of origin, as to what country they were favoring when they purchase a box of matches, a piano or a bicycle. We cannot see what useful purpose this new law would serve.”—*Trade-Mark Record.*

Success Magazine

A Periodical of American Life
New York

That our advertisers may understand how close our editors are to the readers of “*Success Magazine*,” and what a tremendous hold we are getting upon our clientele, I would like to mention two facts: first, that since the institution of our “Investors’ Department” a few months ago, we have received over 10,000 inquiries on financial subjects; and, second, that a single one of our Woman’s Departments has brought to Mrs. Curtis, its editor, within the past four months, over 19,000 letters—a far larger number, she says, and of a much higher grade of intelligence than the letters received through any other magazine with which she has been connected during the past twenty years.

A staple and reliable medium for national advertisers.

Advertisements in “*Success Magazine*” are placed next to reading, where they must be seen and read. We take standard magazine copy.

Medicine [Signature]

Advertising Director

THE RULE-OR-RUIN BOYCOTT IN SAN FRANCISCO.

“It is hell and sulphur, smoke and brimstone twenty-four hours a day. The city is in travail and no man can tell what will be brought forth.

“The labor unions are massed behind the striking carmen, giving up their coin and boycotting right and left, threatening every one who rides on the cars and every one who permits an employee to ride. The unions are all running bus lines in opposition to the cars. They fine a member \$50 if he rides on a car. They forbid any member of that member’s family to ride on a car, and they say to the merchant:

“Don’t you let any of your people ride or we will boycott your place and everybody you deal with, from jobber up to manufacturer.”

“More than that, the unions declare that they will boycott any merchant who sells his wares to any person who rides on a car and they have pickets in front of the dry goods stores to see if purchasers ride on a car or in one of the union buses.

“It seems to be in the air that in the event of a big strike in the industries all down the line the policy of the employers shall be simply to shut down and not attempt to run their mills. In other words, to bring on a period of depression in order to force the unions to reason. This is deplorable, yet the employers say that they have been driven to the last ditch by the demands of the unions.”—*Correspondence New York Sun.*

GOOD FRONT PAYS IN ADVERTISING.

A few days ago a mail-order man, who has made a big success in selling men's clothing by mail, confided the fact to the writer that he had gotten many orders and complimentary letters on the strength of a "write-up" in a Sunday magazine section, of wide circulation, among a number of papers published on the Sabbath throughout the country.

The astute mail-order man is now on the war-path for more such boosts.

The irresistible impulse in human nature is to follow successful men, deal with successful houses, buy successful magazines, and to avoid failures in life and business as though they were lepers. Hence it is easy to conclude that whining is worse than useless, and that it pays handsomely to infuse optimism and the appearance of success into advertising of any kind.

"The more I can get the public to believe that my firm is a howling success," said the mail-order man referred to, "the bigger will be my business. People don't like to deal with small houses, or those who are not making a pronounced success."

It pays to quote the opinions of successful men on any subject, provided they speak in an optimistic spirit.

A few months ago, James J. Hill made a speech in which he pointed out the vast growth of the traffic of the United States, and referred to the crying need for more railroads. Right through the address there breathed the assurance that this country was it, and that backers of the progress of this great land could not surely lose.

This speech was turned to splendid account by the Chicago-New York Electric Air Line. Their advertising man quoted parts of the address bearing on the frightful congestion of traffic and the needs of new lines in every direction. The Electric Air Line assert that this ad bore bigger fruit in the shape of sub-

scriptions to stock than any other they ever put out.

At the end of June, the Boston Store in Chicago had a big sale of men's clothing at the low price of \$8.88 per suit. In their ad of June 28th, the head-line was as follows:

"Goodness me, I've never seen so many men buying clothing at one time."

This was a remark made by a retail clothing merchant who watched the crowds as they came and went.

The department store people assert that the day following this ad was a record one for them in selling men's clothing.

Talking success and pointing out just how successful one is, seems to have a wonderful power in getting other people to follow suit.

One mining man got scores of heavy subscriptions for stock by showing to inquiring investors, telegrams and requests for reservations from all over the country. The investor troubled little further. What was good enough for others was good enough for him, and he plunged too. Strangely enough—this occurred six months ago—the stock has doubled in value, which may or may not prove that it pays to follow the crowd.

The principle that it pays to "boost," to talk success and avoid discussing failure, was found out by a sales manager some time ago. He sent his force out to inform the retail world that a bad season was likely at hand, and that in consequence the house had cut its prices and was willing to make concessions to get business. The dealers' hands became too numb to sign any orders, and the salesmen came back with the story that it would be well to talk optimism in future.

Right through it pays to be optimistic—in business as well as advertising. It is in human nature to judge a house by its employees, and other things being equal—the firm that employs cheerful, well-dressed salesmen will get the most business. Even

the man at the door should be in line with this principle. A good uniform seems to herald in no small degree that the firm is prosperous.

It is needless to say that imposing business literature carries weight and conviction, whereas "cheap" printing conveys the opposite impression.

The firm that says business is good, and that it has been successful, will get more business on the average than its gloomy rival. This is illustrated in a small way by the admission of an advertising writer that since he had been going around telling everyone he had written a prospectus which had sold half a million dollars' worth of stock he had been snowed under with commissions. This also illustrates that the world takes a man at his own estimate, and that one solid fact is worth a cart-load of theory.

Even a good bluff is to be preferred to the watery whine. Successful bluff might be defined as

the using of capital you haven't got, or doing as good a business with an empty purse as though you had a full one.


The wise confidence man has yet to be discovered who does not believe in the immense advantage of a well-pressed suit, with shining shoes and white linen to match. Moody honesty might well take a pointer from successful roguery on the wisdom of appearing successful.

Lack of confidence in the salesman's mind whether he is selling advertising space, goods, or his own services, acts on the prospective purchaser's mind much as a rainy day does on mankind's spirits. It is said that on gloomy days the number of suicides is appallingly large. There is food for thought in this fact alone.

Keep your successes to the front.

Write optimism and success into your copy. W. BRITTON.


ADVERTISING, like baseball, is easiest played from the grand stand by an on-looker.—Rusty Mike's Diary.



Big enough to relieve you of the risk and trouble of holding half a dozen responsible for the same job. Good enough to reward your confidence in its sole accountability.

That is the plant of The Imprinters—a place worth seeking the next time you have a catalogue to prepare.

American Bank Note Company,
86 Trinity Place, New York.




No matter how sincere your assertion of quality may be, the lack of it in the make-up of your catalogue will weaken your claim.

Our ability to do the finer things in catalogue work should make us of value to you.

The standard of The Imprinters means something to those who have a standard to maintain.

American Bank Note Company,
86 Trinity Place, New York.



Back up your claim of quality by having your catalogue show it.

Your printing should be as well made as the goods you are manufacturing—a reason for trying The Imprinters the next time you have a catalogue to prepare.

A century of trustworthy work is behind that name.

American Bank Note Company
86 Trinity Place, New York.


SOME OF THE ADVERTISEMENTS THE AMERICAN BANK NOTE COMPANY IS USING IN THE NEW YORK DAILIES TO CALL ATTENTION TO THEIR COMPLETE FACILITIES FOR CATALOGUE PRINTING.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (X).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.


ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps. Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,288.


CALIFORNIA.

 **Oakland.** Herald. Average 1906, 19,667; May, 1907, 27,965. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 234 pages, 5x8. Average circulation seven months ending July, 1907, 91,428. Home Offices, Flood Building.


COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 60,999, Sunday 86,728.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,368.

 **Bridgeport.** Morning Telegram. Daily. Average for June, 1907, sworn, 11,018. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,754.

Meriden. Morning Record and Republican. Daily average for 1906, 7,578; 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,631; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1906, 8,686; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for May, 6,546. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 5,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 55,577 (X).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,452. Mar. '07, 10,000. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1906, 50,357. Sunday 57,988. Semi-weekly 74,916. The Journal covers Dixie like the dew.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.


Calto. Citizen. Daily average for 1906, 1,477.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$1.00) Bakers' Helper Co. Average for 1906, 4,017 (X).

Chicago. Breeders' Gazette, wy.; \$3.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthly. Actual average for 1906, 5,708; for 1906, 4,001.

 **Chicago.** Examiner. Average for 1906, 649,446 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681. February, 1907; Daily, 192,271. Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

The New Orleans Item

has a larger circulation in the city of New Orleans than any other two New Orleans papers combined, and a total circulation larger than any other by many thousands.

¶ Circulation proven by Association of American Advertisers.

¶ Over 28,000 Daily Average first six months 1907.

¶ Its circulation represents both character and influence.

Books open for verification to any advertiser.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Brunswick Bldg., Tribune Bldg.,
New York. Chicago.

Same Monthly Story of Buffalo

ADVERTISING RECORD

of the daily papers of Buffalo for the month of June, 1907.

(Given in Columns and Fractions.)

EVENING NEWS,	1403-39
Morning Express,	554-84
Morning Courier,	637-245
Evening Commercial,	387-89
Evening Times,	662-99
Evening Enquirer,	570-144

The News carries more advertisers than any two Buffalo papers combined.

SMITH & THOMPSON,
Foreign Advertising Representatives,
BRUNSWICK BLDG., TRIBUNE BLDG.,
New York. Chicago.

This Tells the New Story of Syracuse.

Total Gain in Display Advertising
First Six Months 1907:

Inches.

Journal, - 13,257
Herald, - - 7,547
Post-Standard, 8,605

THE JOURNAL: Net proved circulation over 22,000 Daily.

SMITH & THOMPSON,
Foreign Advertising Representatives,
Brunswick Bldg., Tribune Bldg.,
New York. Chicago.

Why Is the Other Fellow Afraid To Show?

In January the Association of American Advertisers investigated the circulation of the papers in Memphis. The **COMMERCIAL APPEAL was the only Memphis paper that would make public the result of the investigation.** It gave the **COMMERCIAL APPEAL** an average during 1906 of 38,201 daily and 58,171 Sunday. Average so far, 1907, over 40,000 daily and 60,000 Sunday. In spite of wild claims why won't the other fellow show?

Smith & Thompson,
Foreign Advertising Representatives,
Brunswick Bldg., Tribune Bldg.,
New York. Chicago.



BOSTON POST

Average for March, 1907. Boston Daily Post, 210,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 234,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUARANTEE The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,559; 3 mos. '07, 7,842.

Lynn. Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Springfield. Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn. News, evening and weekly. Daily av. net paid circ. March, 1,233. Weekly, 1,431.

Worcester. Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,506; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1906, 4,232.

MICHIGAN.



Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,786.



Jackson. Patriot. Average May, 1907, 7,631; Sunday 8,468. Greatest net circulation. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily, Sunday. Average 1906, 14,397; June, 1907, 14,789.

Saginaw. Evening News, daily. Average for 1906, 19,964; June, 1907, 20,395.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 27,336.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 27,187; average for 1906, 100,266; 1 mos., 1907, 104,100.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Minneapolis. Journal, Daily and Sunday (© ©). In 1906 average daily circulation 74,654.

Daily average circulation for June, 1907, 76,848. Aver. Sunday circulation, June, 1907, 71,615. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.



Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULATION **Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul. Pioneer Press. Net average circulation for January—daily 55,302, Sunday 52,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. May, 4,518 (Sat. 5,300). Best outside Twin Cities & Duluth.

MISSOURI.

Jefferson. Globe, daily. Average 1906, 15,254. Apr., 1907, 17,245. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n, 275,000, 206,335 Weekly—display and classified, 40 cents a line, flat; 10,000 Daily and Sunday—display, 1½c; classified, 7c. Combination Weekly and Sunday—display, 45c. Literature on request.

St. Joseph. News and Press. Circulation 1906, 36,079. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (© ©). Eastern office, 59 Madison Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

NEBRASKA.

Lincoln. Deutsch-American Farmer, weekly. Average 1906, 141,853.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,753, daily. N. H. Farmer and Weekly Union, 5,556.

Nashua. Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,371.

NEW JERSEY.

Asbury Park. Press, 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1906, 5,522; 1905, 6,515; 1906, 7,547. March, 1907, 8,161.

Jersey City. Evening Journal. Average for 1906, 23,005. First six months 1907, 24,059.

Newark. Eve News. Net dy. av. for 1906, 65,023 copies; net dy. av. for Apr., 1907, 68,940.

Trenton, Evening Times. Ar. 1906, 14,237; 5 mos. dy. av. Apr. 20, '07, 20,621; Apr., 20,682.

NEW YORK.

Albany, Evening Journal. Daily average for 1906, 16,361. It's the leading paper.

Batavia, Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.



Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Actual daily average for 1906, 49,259.

Buffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 55,681; Enquirer, even., 52,686.

Buffalo, Evening News. Daily average 1906, 94,690; for 1906, 94,745.

Corning, Leader, evening. Average 1904, 6,258; 1905, 6,595; 1906, 6,555; Feb. av., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending June 30, '07, 4,816.

Newburgh, News, daily. Ar. '06, 5,477; 4,900 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (60). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 29, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,128.

Benniger's Magazine, the only Catholic Family Magazine published in the United States. Guaranteed circulation, 65,000; rates 25c. an agate line. With September, 1907, issue, we guarantee 75,000 circulation and rates will be 50c. an agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co. Ltd. Aver. for 1906, 26,611 (60).

Musik Trade Review, music trade and art weekly. Aver. for 1906, 5,109.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1906, 11,768.

The People's Home Journal. 554,916 mo. Good literature. 452,500 monthly, average circulation for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1906, Morn., 318,664. Evening, 259,057. Sunday, 442,228.

North Tonawanda, News. Daily 1906 ar., 2,374. R. Tomes, S. A., 116 Nassau, N. Y. Five cents inch; seven cents after October 1.

Rochester, Case and Comment, mo., Law. Ar. for year 1906, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Liechty. Actual average for 1905, 15,058; 1906, 15,509.

Syracuse, Evening Herald, daily. Herald Co. pub. Ar. 1906, daily 55,206. Sunday 40,064.



Troy, Record. Average circulation 1905, 18,801. Average June, 1907, 20,501. Only paper in city which has permitted A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh, The Merchants' Journal and Commerce, a magazine for business men. Reaches 9,963 merchants in Va., N. C., S. C., Ga., Fla. and Ala. All paid in advance. Established 1905; 72 pages. Illustrated. The largest in size, circulation and advertising patronage of any trade publication in the six States. Norman H. Johnson is editor-in-chief.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; April, 1907, 9,605.

Ashtabula, American Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 83,869; June, 1907, 73,272 daily; Sun., 88,708.

Coshocton, Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, dy. Net '06, 2,122; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Danbury, The I. L. U. Home Journal, mo. (Formerly Laborers' Journal). National cir. Ar. for year ending April 30, '07, 14,811 copies. Critically read by 36,900 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

London, Democrat, semi-weekly. Actual average for 1906, 3,668; now guarantees 5,800.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult' paper. Cir. 455,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 3,624.

Youngstown, Vincicator. D'y. av. '06, 18,740; '07, 10,001; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 12,918; May, 1907, 19,859. E. Katz, Agent, N. Y.

OREGON.

Mt. Angel, St. Joseph's-Blatt. Weekly. May 3, 1907, 19,188.

Portland, Journal, daily. Average 1906, 25,578; for April, 1907, 29,022.



The absolute correctness of the latest circulation rating accorded the JOURNAL is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Portland, Pacific Northwest, mo. 1906 average 15,750. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1906, 7,688. N. Y. office, 230 E'way. F. R. Northrup, Mgr.

Erie, Times daily. Ar. for 1906, 17,110; June, 1907, 18,610. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Summ. ar. June, 14,377. Largest paid circulation in H'bg or no pay.

Manayunk, Sentinel, Philadelphia. Include in your fall advertising plans. Sample sent.



The correctness of FARM JOURNAL'S subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1906 was 531,633 copies each month. It has more actual paid-in-advance subscribers than any other farm paper in the world. It has been awarded the (60), and best of all, the Seventh Sugar Bowl.



Philadelphia. Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©©).

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sun day 52,436. sworn statement. Circulation books open.

"In
Philadelphia
nearly
everybody
reads
The Bulletin."

NET PAID AVERAGE FOR MAY.

245,835 copies a day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, Motor Print, mo. Copies printed, 25,233 average each issue, for year ending February, 1907. An independent periodical for all who use motor vehicles of any class. Enjoys the largest paid circulation among registered owners of motor crafts of any publication.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,397. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal. 18,051 (©©) Sunday, 21,846. (©©). Evening Bulletin 24,620 average 1906. Providence Journal Co. pub.

Providence, Tribune, Morning 50,321 Evening 51,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,637. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1906, 4,474. December, 1906, 4,756.



Columbia, State. Actual average for 1906, daily (©©), 11,227 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,228. Actual average for first three months, 1907, daily (©©) 12,535, Sunday (©©) 15,858.

Spartanburg, Herald. Actual average for first six months, 1907, 2,629.

TENNESSEE.

Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advtg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest or no pay.

Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247. One of only five papers in the South, and only paper in Knoxville awarded a Guarantee Star. The leader in this field.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1906, daily 25,927; Sunday 25,256; weekly, 80,585. Smith & Thompson, Representatives, N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1906, 31,455; Jan. 1907, 33,588; Feb. 1907, 37,371.

TEXAS.

El Paso, Herald, Mry. av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, 3,527; 1906, 4,112.

Bennington, Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Actual average for 1906, 3,280 copies per issue.

Rutland, Herald. Average 1904, 2,527. Average 1905, 4,286. Average 1906, 4,677.

St. Albans, Messenger, daily. Actual average for 1905, 3,051; for 1906, 3,588 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 3,867. June, 1907, 2,690. Largest circ'n. Only eve'g paper.

Richmond, So. Tob. and Modern Farmer, mo. Average for first 3 mos. of 1907, 14,425.

Rocky Mount, Franklin Chronicle, wy. Av. '06, 1,610; March, '07, 1,920 weekly. Home print.

Winchester, Evening Star. Average June sworn daily 3,826. Only daily paper.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Av., for May, 1907, net—Sunday, 41,186; Daily, 82,615; week day, 84,614. Only sworn circulation in Seattle. Largest genuine ad cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle, The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified.

That tells the story of results. Average circulation in 1906 was 42,172 daily, 56,794 Sunday. Averages for January, 1907, were—Daily 44,914, Sunday 61,501. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the greatest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,659; Sunday 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Horner, pub. Average for 1906, 2,640.

Renovative, W. Va. News, wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,320.

WISCONSIN.

Janesville, Gazette, d'y and s-w'y. Circ'n 1st 3 mos. 1907, daily 8,508; semi-weekly 2,552.

Madison, State Journal, dy. Average 1906, 2,602; Jan., Feb., Mar., 1907, 4,884; Apr., 5,106.

Milwaukee, The Journal, evening; independent. Average 5 mos. 1907, 52,282. May gain over 1906 daily, 8,111. Biggest in history of paper. Paid city circulation alone greater than total paid of any other Milwaukee daily or Sunday.

Milwaukee, Evening Wisconsin, d'y. Av. 1906, 28,450 (60). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.



WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 2,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; May, 1907, 12,221. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 24,559; daily June, 1907, 27,209; wy. av. for mo. of June, 25,887.

Winnipeg, Der Nordwesten, Canada's German newspaper. Av. 1906, 16,177. Rates 60c. inch.

Winnipeg, Telegram. Daily aver. March, 24,568. Weekly av., 20,287. Flat rate, 3½c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 50c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1906, daily, 96,771; 1906, 100,087; weekly, 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (60), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year. more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,330, an average of over 1,000 every day, which is 138,029 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 83 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During May, '07, the INDIANAPOLIS STAR carried 671.87 columns of paid classified advertising.

The STAR carried 84.90 more columns of classified advertising than carried by its nearest competitor during the same month.

The STAR gained 308.35 columns over April of last year.

The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, six cents per line.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America."

Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMORE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,767 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

The Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in June, 176,833 lines. Individual advertisements, 34,737. Eight cents per agate line per insertion, if charged. No ad taken for less than 34 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 30c.

CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI. THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1906), 10,778; Sunday, 14,007.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-Ad Medium of New Jersey.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,500. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 1914. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

WASHINGTON.

THE POST-INTELLIGENCER (☉☉), Seattle, Wash., is the official "Want-Ad" Directory of the Pacific Northwest. The P.-I. always leads genuine want ads because its genuine home circulation among responsive want ad readers brings greatest results to advertisers. Favorite guide for agents, canvassers, investors and home-seekers. The most complete and best appointed "Classified" Section, 26 big departments; 360 separate classifications. Write for sample copy. Rates, 10c. per line.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 106,087; Saturdays 117,300—Sword to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL daily. Aver. for 1905, 7,593 (◎◎); weekly, 17,448 (◎◎).

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎.) Specimen copy mailed upon request. D. T. MALLETT, Pub., 255 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,548; The Sunday Press, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE FREE PRESS (◎◎), London, Ont. Morning, Noon, Evening. Circulation over 18,000 daily.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,555, flat rate.

COULD WE DO MORE?

In February, 1906, the Association of American Advertisers examined the circulation of the ST. PAUL PIONEER PRESS and certified its correctness.

In 1906 the American Newspaper Directory gave the PIONEER PRESS its Guarantee Star.

In 1907 the American Newspaper Directory gave the PIONEER PRESS its Gold Marks.

In June this year A. A. Seaver, Circulation Auditor, examined the circulation and certified its correctness. Copies of this report will be furnished to anyone upon request.

There is only one more thing that can be done and that is, to invite every advertiser personally or by representative to examine the PIONEER PRESS circulation at any time. The invitation is herewith cordially extended.

The PIONEER PRESS is the only exclusive morning paper in the Northwest and the only Sunday paper in St. Paul.

CONDE HAMLIN, Manager.

PERRY COTNAM,
Superintendent of Advertising.

STEPHEN B. SMITH,
30 Tribune Building,
NEW YORK,
Eastern Representative.

PAYNE & YOUNG,
Marquette Building,
CHICAGO,
Western Representatives.

*If there be any doubt in your mind as to who
The MOST advertising always goes to the news*

The Tribune

ALL CHICAGO

By More Than Three

The following table shows the amount of advertising carried in the Tribune of 1907 and the gains and losses as compared with

[STANDARD OF MEASUREMENT LINE]

	1906 Columns	1907 Columns
TRIBUNE	15,714.76	17,330.45
News	15,055.70	14,200.00
Record-Herald	12,454.20	11,000.00
Examiner	7,410.26	10,400.00
Inter Ocean	6,526.27	10,500.00
Journal	5,616.98	7,300.00
American	4,057.58	4,500.00
Post	3,725.45	4,100.00

★ The total figures for 1907 include free classified, but not the

★★ The total figures for 1907 include free classified advertising accepted with cuts as classified advertising and not the

THE TRIBUNE Leads its field in the morning field (The Record-Herald)

THE TRIBUNE Leads its field in the evening field (The News)

The Tribune is the Finest

to work the *MST* paper in Chicago, study these figures.
The newspaper which makes the *MOST* money for its advertisers.

Five Leads

CHICAGO NEWSPAPERS

Thousand Columns

Comparing the principal Chicago newspapers for the first six months
of 1906 with corresponding period in 1905:

MEASUREMENTS IN LINES TO THE COLUMN.]

1906 Columns	1907 Columns	Columns	
4,767	3,354.40	1,620.64	Gain
5,570	4,294.69	761.01	Loss
4,420	1,039.53	1,414.67	Loss
ified, but	5,545 columns of Delinquent Tax List.		
0,260	0,422.44	3,012.18	Gain
classified ing and	ay advertising paid for in pianos, furniture, etc., and display ed rates.		
6,270	3,554.93	28.66	Gain
6,980	3,318.54	298.45	Loss
7,580	4,552.73	495.15	Gain
5,450	4,173.00	447.55	Gain

*is its competitor in the morn-
ing by 6,295.87 columns.*

*is its competitor in the
evening by 3,040.71 columns.*

Finest Newspaper in Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

President, ROBERT W. PALMER.

Treasurer, GEORGE P. ROWELL.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4778 Eckman.

London Agent, F. W. SCARS, 50-52 LUDGATE HILL, E.C.

New York, July 17, 1907.

If your advertisement is interesting it ought to have a good effect.

IMPRESSIONISM may be picturesque and pretty-toned, but it's too foggy as a rule for any lasting recollection.

THE idea that catches hold of you is a scarce product. Just one of that sort in an advertisement will make it effective.

DULLNESS, it has been said, not even the goods will pardon. A dull paragraph will not invite anybody or sell anything.

SUCCESS through advertising can be achieved in any business if the right methods are used. PRINTERS' INK will give you more information in one of its fifty-two issues per year than you can learn in a lifetime by experience.

ADVERTISING focus must be sharp, with good light on the subject, if detail is to be forcibly carried to the reader's mind.

THE fable and the proverb are frequently cited or parodied in talks about the store, to the advantage of the advertising story.

THE advertising departments of *L'Art de la Mode* and *Le Costume Royal* have been placed in charge of Crandall & Perine, special representatives, located at 31 East 21st street, New York.

Assisting The Ralston Health Shoe the Retailer.

makers are distributing among their agents a booklet showing many ways in which the retailer is aided who desires to advertise. A booklet is mailed free of charge to lists of men, furnished by the agent, who would be likely to buy a \$4 shoe. Posters are furnished to the company's representatives who are willing to pay, the bill-board rental, and newspaper cuts to those who will use them in their regular advertising. Street car signs, fence signs, electric window displays, blotters, transparencies and other aids are also provided. The company further co-operates with its agents by advertising in magazines. Regarding the magazine campaign the booklet says:

We have been advertising effectively and persistently for years in the popular magazines, until the name of the Ralston Health Shoe is familiar in every town and village in this country and Canada.

From this widespread publicity we are every month receiving hundreds of inquiries, and every such inquiry is invariably referred to our local agent, if we have one in the town from which it comes. Investigation in many localities has shown that hundreds of people have bought Ralston Health Shoes from the local dealer without mentioning that they were influenced by our National advertising. There is not an agent in the Ralston family who does not receive direct benefit from the magazine advertising.

Our advertising appears in *McClure's*, *Munsey's*, *Cosmopolitan*, *Success*, *Saturday Evening Post*, *Collier's*, etc., etc., aggregating a monthly circulation of over 12,000,000 readers.

L. H. NUTTING, 1 Broadway, New York, is placing advertising for the Southern Pacific Railroad.

THE Charleston, S. C., *News and Courier* has been elected to membership in the American Newspaper Publishers' Association.

TO-MORROW evening the Aircraft Club of Detroit will conduct a "Starlight River Party," to be given on the steamer "Columbia."

THE Pittsburg *Dispatch* has collected a fund exceeding \$15,000 for free ice and milk distribution among the city's poor children.



The Chattanooga *News* announces that its "high water mark" in circulation was reached on the Fourth of July, when 15,374 copies were printed.

THE G. H. Haulenbeek Advertising Agency, New York, has closed a contract with the Leslie E. Keeley Company to place the advertising of the Keeley Cure in magazines, illustrated weeklies and medical journals.

A NEW YORK office has been opened in the Times Building by the Arnold & Dyer Advertisers' Agency, Mint Arcade, Philadelphia, and members of the firm will spend part of each week in New York, attending to numerous metropolitan accounts now being placed by this agency. An office has been maintained in Boston for several years.

More July Monthly magazines arriving too late for inclusion in the regular summary, showing amount of advertising carried in July, were as follows:

Sunset	95	21,302
Business Man's Magazine	81	18,190
Outing Magazine	78	17,542
Outer's Book	35	7,983
Home Magazine (cols.)	36	7,002
House Beautiful (cols.)	42	6,095
Human Life (cols.)	27	5,110
Philistine	17	1,020

FRANK E. SANDS, treasurer of the Journal Publishing Co. of Meriden, Conn., has been elected vice-president of the Business Men's Association of that city, and E. E. Smith, general manager of the *Morning Record*, has been elected treasurer.

I RECENTLY had the opportunity of examining an advertiser's records, which showed that his largest sales for any month in the year were in October. The only explanation was that this was the accumulative result of the advertising he had done in the summer months. Many advertisers are, however, opposed to advertising in the summer months. Some have reasonable grounds for this; some simply cancel their advertising because others do it, or because they've heard it doesn't pay. People eat, drink and live in the summer, and buy goods, just the same as they do in the winter. Many read more in summer, than in winter, because they have more time to spare.—Leonard Darbyshire, *Publisher Spare Moments*.

THE Franklin Society, New York in sending out semi-annual checks for interest earned by deposits, encloses this little warning from Dooley, slightly revised, against the dangers of glittering investments:

"It's th' people that ar-re thryin' to get something f'r nawthin' that end in gettin' nawthin' f'r ivrything," said Mr. Dooley. "I niver can burst into tears when I read about some la-ad bein' robbed by a confidence game. Canada Bill, Gib Fitz or Mrs. Chadwick niver got anny money f'r'm square people. A man that buys a goold brick thinks he is swindlin' a poor Indyan that don't know its value; a fellow that comes on to buy f'r five hundred dollars tin thousan' dollars' worth iv something that is so like money ye can't tell th' diff'rence is hopin' to swindle th' government; th' foolish man that falls f'r th' three card thrick has th' wrong card crimped f'r him when th' dealer's back is turned; an' th' shell wuruker always pretends to fumble an' carelessly show th' farmer which shell th' little pea is under. I rayfuse to sob over thim poor, unfortunates anny more thin I wud over th' restless capitalist who loses his all in a wire-tapping enterprize. Whin a man gets more thin five per cint f'r his money, it's a thousan' to wan he's payin' it himself. Whiniver annybody offers to give ye somethin' f'r nawthin', or somethin' f'r less than it's worth, or more f'r somethin' thin it's worth, don't take anny chances. Yell f'r a polisman."

W. H. Hayden Killed.

W. H. Hayden, advertising manager of the Boston & Maine railroad, was killed on July 8 in a runaway accident in the White Mountains.

Mr. Hayden was a New Englander by birth, and began his railroad experience eleven years ago with the Boston & Maine, in the advertising department. Five years ago he became advertising manager of the Jersey Central, leaving the first of this year for the road he formerly served. He was a young man, and possessed exceptional ability in the railroad advertising field.

THE *Pittsburg Dispatch* recently scored a journalistic "scoop" on its contemporaries in proving that the woman who died in a Los Angeles hospital, under mysterious circumstances, was Bertha Beilstein, the matricide, whose crimes and career made several chapters of the most thrilling newspaper reading that ever developed in the Pittsburg territory. After killing her mother and attempting suicide, and after several other tragedies in the Beilstein family, including a suicide, Bertha was tried and confined in an asylum. She made her escape, and at the time no trace of her could be found, although the authorities and all the newspapers hunted everywhere for her. The *Dispatch* finally located her in Los Angeles.

MIDSUMMER HUSTLE.

We have reached the time of year when people have made up their minds to quit spending money until fall.

That means a dull season for you unless you have methods that will make it otherwise.

You must make the people feel that they can actually make money by going to your store and letting loose some of the change they are squeezing so hard.

There are many plans for converting midsummer dullness into midsummer activity. At the bottom of all of them is work, the

great principle that must be employed at all times if we are to get anywhere.

You must do things to your store that will make the season different from a trade standpoint from any other part of the year.

Summer clearance sales are good, but summer clearance sales do not always work. Clearance sales suggest lines whose season is passing.

To make business you must offer lines that people want now. And offer them at prices that will attract.

Consider the little things. You cannot arouse enthusiasm among your people in midsummer on big figures. Even the dollar class is too high up in a time of year when people are pinched hard.

Go through your stock and pick out a list of articles that can be sold for small amounts. Make them the leaders in your advertising and cut the price to the bone.

If you have not enough of such items in stock invest a few dollars in new stock that will answer the purpose. Give such lines a leading position in the store. Rearrange your stock so that as many items as possible costing little money can be given a prominent place.

Mark everything in plain figures and use good price tickets. Work the show windows to the limit.

People will spend nickels, dimes and twenty-five cent pieces in midsummer if you furnish the inducement. While they are spending the small coin they may occasionally make purchases reaching into larger amounts. On that basis you must frame your efforts for midsummer business.

It requires much work and much planning to make your midsummer efforts produce results. You can get the results by working on the items whose cost is low. You are likely to be disappointed if you talk big figures, no matter how good a bargain it may be or how great the sacrifice.—*Commercial Bulletin and Northwest Trade.*

Charities and the Commons, New York City, announces a special park and playground number for its August magazine issue, which appears on August 3.

LAST week, Tuesday, the Ad Men's Club of Springfield, Illinois, gave a luncheon at the Illinois Hotel in that city. Nicholas Roberts is president of the organization.

WALTER G. HOLMES, formerly manager of the Memphis, Tennessee, *Commercial Appeal* now occupies the same position with the Matilda Ziegler Magazine for the Blind, New York City.

IN a block of western States *The World's Work* had in December last 18,763 paying subscribers. On the 1st of June the same States were taking 35,020, a gain of eighty-four per cent in six months.—*Advertisers' Almanack*.

THE Newspaper Magazine Corporation of Chicago will issue its first magazine section September first. The company is capitalized at \$200,000, fully paid. The advertising is handled by Williams & Anderson, Marquette Building, Chicago.

ON June 25 fire visited the laboratory of S. C. Wells & Co., at Leroy, N. Y., makers of the Shiloh Family Remedies. The blaze was due to the explosion of a barrel of lemon extract, and did not communicate to the adjoining buildings of the plant.

TO HELP the retailer sell ice cream freezers and washing apparatus, the Richmond Cedar Works, Richmond, Va., has just issued a series of three striking window posters by Guernsey Moore, whose work as a cover artist is familiar on leading magazines. It is said that these posters, in design and execution, surpass anything that has heretofore been offered the retail hardware trade.

If you have made a hobby of your business, probably your competitors are going around wagging their heads and explaining that your remarkable success is due to luck.

If a man makes a hobby of anything and bestows enough persistence upon it, he achieves a degree of success which the unthinking, determined to account for it in some way, ascribe to luck.

I have a hobby of my own. For several years I have been devoting more of my time than other people thought was really necessary to the study of the great Problem of Printing.

I have tried to find out why some kinds of printing will produce wonderful results for some people and fall distressingly flat when used by other people.

I have tried to formulate a working plan by which it would be possible to determine just what sort of copy, illustrations, composition, arrangement and binding constitute what is loosely called "good printing" for all the various kinds of business with which I have come in personal contact—and there are a good many of them.

With a correct solution of this Problem of Printing in view I have surrounded myself by the best talent I could secure—the right men to take care of each branch of the work from its conception to its insertion in the envelopes.

The results of my study and experiments have been both interesting and valuable, and I will be glad to get in communication with the individual who is not seeking information merely to add it to his collection, but who wants to avail himself of the best possible assistance in securing for his business a class of printed things which will bring the most results for the money. Such are invited to address me personally.

GEORGE ETHRIDGE,
THE ETHRIDGE COMPANY,
No. 41 Union Square,
New York City.

REACHING THE PEOPLE— GETTING THE TRADE DIRECT.

HOW AN UP-TO-DATE SHOE REPAIRING CONCERN ATTRACTS ITS TRADE TO ITS BIG STORE BY TALKING THROUGH ITS FRONT STORE WINDOWS.

Many a pedestrian along the south, or "show" side of 125th street, this city, has been attracted, or rather arrested, by the expositional display made at No. 58, a double, entire length, store, devoted to the business of the "New York Shoe Repairing Co."

Generally, one whose thoughts or needs are directed towards the repairing of his shoes, associates the place of repair with a dark, disagreeable basement, or a stuffy cabin, usually occupied by a cobbler of foreign tongue. But here is a veritable up-to-date store, furnished with every machine used in the manufacturing and repairing of shoes, with a force of twenty-five hands, paying a rent of \$5,000 annually on a long lease, and earning forty per cent upon its investment. Close to the windows are soleing and heeling machines, handled by experts; and these are objects of much interest to the people who stop to watch their operation—and read the "talk" in the windows.

For the proprietor talks through his windows to his patrons. An attractive window display is a good thing; but the utility of the location to talk to the passers-by has not been seized upon to such an extent as it seems it might be. There is Tom Murray in Chicago, and here Alfred Sommerville, manager of the New York Shoe Repairing Co., to remind us that one may make himself famous, and become popularly known by a discreet utilization of the front window. To do this needs the advertising instinct, or nose; and that needs brains, or the faculty of expressive aphoristic facility. The front-window writers named being so gifted, we are favored with examples of

breezy adology—adology that attracts, arrests, sticks, and sends the possible customer away with food for thought; something to remember; something that in the present case, will induce him, the next time he unlaces his shoes, to turn up the soles and heels, and examine them to see if they need the services of this almost automatic repairing establishment. For this is what it is—it reminds one of an exposition exhibit of almost intelligent machines, imperceptibly controlled. And the absolute workmanship of these machines is backed up by statements made in the front window talk. In a conspicuously red-painted bulletin board, oblong and of sufficient depth to be impressive, one is told:

If You are
Busted—
See Carnegie.

If Your Shoes are
"Busted"
See Us.

And everything can be done "While you wait." There are ladies' and gentlemen's waiting rooms. Here and there one is told that here—

Stitching a shoe takes only 6 minutes.
Heeling a shoe takes only 10 minutes.
Whole-soleing and heeling 20 minutes.
To do the *last* it takes a shoemaker from 3½ to 4 hours.

Some of the special talks on shoes reminds us of the proverb about "sticking to one's last." These talks are printed on canvas, stretched on frames about three feet deep by four wide, and can readily be "digested" by the reader. One says:

Ready Mades are going down
In Quality as fast as
Leather is going up. A good
Custom Made is always the
same.

A FAIR PRICE AND A GOOD
SHOE.

Others are:

**SHOE SHAPE THAT STAYS
IN SHAPE.**

Shape your mind to the Fact
That our Shoes last two years,
And Fit the Foot, and don't
Give the Foot a Fit.

A Man with Brains enough
To get a Headache
Realizes that as fast as
Material goes up
Ready Mades must
Either Go Up in Price
Or Come Down in Quality.

365 days in a Year,
At $\frac{1}{2}$ a cent a day—\$1.82;
Just the Difference—
Approximately—
Between Ready Made
And Custom Made in Price.
Half a cent a Day
Is just enough to
Make your Feet Glad.

You go to Dressmakers and
Tailors for Individuality
And Designs. Why not
Come to us for the same in
Shoes?

That these methods accomplish the desirable end in getting trade is evident. The stacks of order tags piled up in front of Mr. Sommerville, as the writer was interviewing him, was proof ample of his statement that this store was paying so handsomely. Necessarily, perhaps, for "it is the largest store in the world of the kind, and the only place paying such a rent for shoe repairing."

These "signs" are effective: accomplish their object—in securing a constant stream of patronage. So successful is this store that the present company, capitalized at \$50,000, is being "nationalized," its capital increased to \$500,000; so that 100 stores may be opened up throughout the country, under the title of the National Shoe Repairing Co. Mr. Whalen, president of the United Cigar Stores Co., has carefully looked into the busi-

ness done in this place, and is interested in the nationalizing of the enterprise.

These facts were also brought forcibly before the public by large oblong bulletins. The public was invited to subscribe, up to June 30. That this should be a popular industrial would seem natural and certain. But that was not what the writer wanted to discard upon—but to show how a storekeeper can talk to his customers through his front window. By watching the window-talk we may soon hear about the new offer of selling Custom Mades upon the small payment a month plan.

ROBERT C. AULD.

BUYING GOLD BRICKS.

The professional confidence man, who makes it his business to separate the unsophisticated from their money by the sale of gilded bricks, which he represents as solid gold, never counts upon making a second sale to the same customer. Therein he is like the dealers in imitation of advertised commodities. When you allow yourself to be persuaded to take "something just as good" as the standard commodity you ask for you are most likely to find yourself the owner of a gold brick. Your only protection against the wiles of substituting merchants is to stick obstinately to the proposition that you know what you want better than they do.—*The Philadelphia Record.*

NEWSPAPER EXPRESSION ILLUSTRATED.



REACHES THE HOME CIRCLE IN ALL
PARTS OF THE COUNTRY.

LADIES' CLOTHING.

HOW A WESTERN LAUNDRYMAN
MADE ITS LAUNDERING A PAYING
SPECIALTY BY THE USE OF NEWS-
PAPER ADVERTISING. HIS STORY
OF THE METHODS AND COPY USED.

"There is opportunity for the building up of a large trade in every city in the laundering of ladies' clothing, which as a rule has not been given much attention by the steam laundries," said a prominent laundryman in one of the middle western cities to the writer a short time ago. "Shirt, collar and cuff work and the family washing has seemed to satisfy most of the concerns engaged in this business, but it is a small part of that which they could obtain if they were willing to add to their plants the equipment necessary for this particular class of work, take the trouble and care that is needed to turn out work that will satisfy their patrons and go to the expense of conducting a progressive, up-to-date, result-bringing advertising campaign for the trade. I know whereof I speak, for I have done a little something along this line myself."

Judging from the busy appearance of his plant, at the time the writer visited it, he had. Long rows of machinery, operated by deft-fingered girls, flanked by innumerable ironing boards, each one of which was in use, and all engaged in the ironing of women's clothing, such as skirts, shirt waists, articles of dainty lingerie, etc., presented to the writer's eye actual evidence that such a part of the laundry business could be built up to considerable proportions.

"It is a ticklish business, though, to get a start in," he added, "and although we now give to our newspaper advertising the greater part of the credit for the volume of the business which we have built up, it might surprise you to know that it was only after about every other means of drawing trade had been tried out that we adopted it."

"Here in this city there are a

number of laundries, about a dozen in fact, and the amount of regular custom work, that is shirts, collars and cuffs, etc., which each can obtain is necessarily limited. We had our share of this, and perhaps a little more, two years ago, but we still wanted more work and in looking around for some line of work to specialize in, were rather attracted to the laundering of ladies' clothing.

"We had always had a good trade, though not as large as we desired in the laundering of shirt waists, duck and pique skirts, etc., but occasionally we would get a bundle containing other articles of ladies' underclothing as well, and we made up our minds that it might be possible to increase this latter class of work, and the waist and skirt work also. There are two reasons why we thought so. First, every woman loves dainty undergarments, and when she has them, she wants them to look their very best. Next, fancy clothing of this nature is very hard to iron nicely; it is impossible, in fact, for a woman to begin to iron it as nicely at home as our expert operators do. That is because the average housewife neither has the skill or the appliances that are necessary to do the work as well as we do it."

"To get the work, we first put our prices down to a figure which we calculated would leave us a little profit if we could get a certain amount of the work to do. The prices were considerably lower than the average laundry list price, and they had to be or we would not have obtained enough of the work to do, to pay us for our trouble, for the most of the laundries put a price on it that is almost prohibitive."

"Then we set out to do such good work that we could make it an object to the woman to have the work done at the laundry. We had little difficulty in doing this in some respects, and we had a whole lot in others. The washing and the starching were easy; we could beat any kind of hand or machine work at this. We

had absolutely no bother from goods torn in their washing, and we gave the goods a beautiful clean, pearly* white color. We made quite a hit with the starching too, getting the work a nice even stiffness, and after a little experimenting succeeded in fixing upon a degree of stiffness that seems to suit all our patrons. It was the ironing that gave us trouble, we simply could not get good hand-ironers for a time. Finally we hit upon the plan of using what we call sleeve and body ironing machines on the plain parts of the goods, and of finishing up the more complicated parts by hand, and of inspecting every garment carefully before it was wrapped for delivery.

"We finally got the work up to the standard that we had set for it, and then we began to look for the increase in business. It came, but not in the amount that we desired or expected.

"We had depended upon the work itself to do what advertising we needed, and we were loath to believe that with the quality of the work that we were turning out, and at the prices that we were charging, that this would not be enough. But it did not prove to be.

"We then tried circular letters for a while, sending them to women, but we could not seem to reach the number or the ones that we needed to reach. Finally after some other experimenting, mostly along the line of personal solicitation, we tried newspaper advertising, and we obtained fair results from it from the very first. But we made the mistake of only using general copy at first, that is, copy that simply stated that we did this class of work. The results did not altogether satisfy us so we made a change in our copy—we began to go more into details about the work and added a few lines about our low prices. Finally, we got the copy of the ads down to about the style of those we are now using and we began to get such results as we had wished for. In regard to writing the copy of the ads, we simply tell in

an interesting way, the story of how we do this work and we find no lack of things to talk about. Some of the very best arguments that we have used have been about our employees. We tell for example, what a hard time we have in getting competent ironers, making it plain at the same time that we do get them, and incidentally making the ads call attention to our strict system of inspection on such work. We tell about the amount of time that is spent by the girls ironing such garments, how the electrically heated irons which we use keep an even temperature, making

DAINTY WORK DELIVERED IN PASTEBOARD BOXES.

We are not satisfied with having our work perfect when it leaves our laundry.

We want you to receive it in as fresh, dainty and beautiful a condition as when our inspector "passes" it for delivery.

So we send it home to you in a stiff pasteboard box, which won't crush and allow garment to be mussed or mashed, spoiled by careless handling, or soiled by becoming unwrapped.

No charge for the box.

DOMESTIC LAUNDRY.

Ladies' Work Our Specialty.

WE INSPECT THE IRONING OF YOUR WAISTS

critically, so critically that we always have trouble in obtaining hand ironers whose work will come up to our high standard.

But we do get good ironers, and when we get them we improve them, make shirt waist experts of them in fact, and then keep their work good by constant supervision.

If you want to see how beautifully your most elaborate shirt waist can be ironed, send it to us this week.

Price per garment, 15c. and up.

DOMESTIC LAUNDRY.

Ladies' Work Our Specialty.

impossible work that has a rough dry finish from the iron being too cold, or scorching from the iron being too hot. We call attention to the system of inspection which we have, which not only keeps our work up to a uniform standard but also helps us in weeding out careless and incompetent employees. Besides, in the ironing of the clothes, we find material for good copy in the washing and starching processes also, especially in connection with the color or degree of whiteness which our work has and in telling of the even stiffness given it.

"One of the early problems

which we had to solve was the question of delivering the goods without musing them. It was impossible to do this by wrapping them in paper and tying them up with twine. We tried a scheme of delivering the goods unwrapped in baskets but this was such a nuisance to all concerned that it would not do either, so we finally decided to use pasteboard boxes. These we not only found were perfectly satisfactory, but they also gave us the material for a very strong advertising campaign for the work on the basis of their use, explaining the value of this feature in keeping the finished work from becoming mused or mashed in delivering, etc. In fact, the adoption of this method of bundling the goods for delivery, and the use which we made of it in our advertising, increased our business over twenty-five per cent in the first month after we adopted it.

"The warmer months are the time when the largest amount of this work is done, especially from June to October, and it is during these four summer months that we do our heaviest advertising. We often use space as large as ten inches deep and three columns wide in the Sunday papers during these months. For our regular advertising we range in space used from four inches single column to six inches double column, changing the copy of the ads about three times a week. We are position cranks and our ads are always found next to reading matter on the page with the society and other local news that is of interest, more particularly to women, for we make our appeals for this class of work directly to the women and do not care to interest the men in it at all.

"We use illustrations frequently, always in our Sunday advertisements, and usually in the larger ads run during the week, but we limit them to cuts of such garments as we launder. Most of the cuts we secure from a syndicate cut house which supplies department stores, and we pick out those cuts which pic-

ture especially stylish garments or those particularly hard to iron, and we find that they serve our purpose far better than anything which we have seen elsewhere.

"We confine our advertising almost exclusively to the newspapers, the only other medium which we use at all being package slips placed in our regular custom work patrons' bundles calling attention to this special class of work, and which, by the way, we consider more than half a loss, as about one half of these reach unmarried men. These last slips we use very carefully. For example, we use them according to seasons, and in some cases to correspond with local events. We feature 'commencement garments' during that season, 'picnic garments' at various times, and write the other various slips on the subject of the different styles and kinds of garments worn during the summer. We also put into the boxes containing shirt waists a slip on the subject of laundering undergarments, outside skirts, etc., and vice versa. This makes an average of two slips to the package, and while it is a trifle expensive we really believe, judging from the results that we have succeeded in tracing to this advertising, that it pays us well to do it.

"We figure that our advertising has made this specialty the success that it has been, for we are convinced that without it we could not have obtained the volume of trade which we have now. Nor do we feel that we could afford to drop it now, or that if we did we could hold our own. We watch our business very carefully and plan our advertising each week with the idea of making it of the utmost possible value, for the secret of making money in this business lies in doing the largest possible volume of work each week at the least possible expense; and as our expenses are practically the same every week during the season, every additional garment that we can secure to launder will add to our profit to a certain extent."

W. R. HYDE.

SELF ADVERTISING BY NEWSPAPERS.

Should newspapers use blotters, novelties and methods other than space in their own and other mediums? There is a nice question—a question which involves the consistency of the solicitor who argues that newspaper advertising is all-sufficient because everybody who can read reads the newspapers. Certainly the newspaper which claims to cover its field can hardly need better or wider publicity for local business than is available in its own columns. And the one whose field is divided with a competitor can reach its possible readers and advertisers most directly and economically through the competing paper. But even the newspaper—even the daily newspaper—likes to keep some reminder under the very nose of its advertisers and possible advertisers; so, perhaps, when the publisher is asked about the usefulness of blotters, novelties, etc., he should say frankly that they have their uses as auxiliary methods, and use them himself if he chooses without risk of being inconsistent.

The *Daily Reporter*, Fond du Lac, Wis., doesn't hesitate to endorse circulars, blotters, calendars, etc., as economical and effective methods for keeping in touch with prospective advertisers. Doubtless it has found such means most effective in appealing to foreign advertisers who, naturally, are not readers of the paper and know little or nothing about it from personal inspection. Probably, in many cases, a copy of the paper itself would fail to reach them, or would get no attention if it did, whereas, the circular may have a much better chance of getting in and getting a "hearing." Here is what the *Reporter* says about the methods referred to:

Editor of PRINTERS' INK:

DEAR SIR—We are inclosing for your inspection copies of our advertising for this month.

For the past two years we have been mailing to prospective advertisers,

some reminder of the *Reporter* every month, which has proven a good business bringer.

If you care to make mention of same the favor would be appreciated.

Yours respectfully,

THE REPORTER PRINTING CO.,
(Signed) Emery Martin, Adv. Mgr.

The specimens submitted consist of a folder of ordinary envelope size; a blotter of similar size, bearing a calendar for a single month; a large, coated blotter, also bearing a calendar, and a sheet 13½ in. deep by 14 in. wide, printed in red and black and headed "The *Daily Reporter* Rate Talk," with a sub-heading, "Sample part of paper showing how ads are located." The sheet is made up in five-column form, the two outer ones being ads, and the other three news matter, except a space of four inches single column, in the center, in which the following appears, in red:

SPACE THIS SIZE.

1 Month Every Day,	4 in.	\$ 8.00
6 Months Every Day,		30.00
1 Year Every Day,		48.00
Position our option.		
We allow one change a week at no extra cost.		
For further particulars. Phone 631.		

In one of the outer columns is a 1¼ in. single column display, also in red, reading like this:

SPACE THIS SIZE.

1 Month Every Day,	\$ 2.00
6 Months Every Day,	7.50
12 Months Every Day,	12.00

And then, running clear across the bottom of the sheet, is the following somewhat old but still serviceable advertising argument:

Would you listen if some one showed you how to make \$100?

That's what we want to do when we ask you to advertise in the *Reporter*. Keeping your name before the public is bound to bring you business, and business is bound to make you money. The more business the more money.

Reporter ads will keep your name before the buying public of Fond du Lac. Sample ads above show our rates are moderate. We furnish special advertising cuts free.

For further particulars on rates, 'phone 631.

THE REPORTER PRINTING CO.,
Publishers the *Daily Reporter* and the
Saturday Reporter.

The idea is good—particularly

good when addressed to the many small possible advertisers who have no idea as to the cost of space, or think the cost much greater than it is. But it would seem that the argument below, from one of the blotters, together with the testimonials in the folder, would have made a much stronger appeal than the matter printed above:

INCREASE YOUR BUSINESS.

Advertising in the *Reporter* will do it.

The *Reporter* is read by two-thirds of the people in Fond du Lac every night. Published for the past twenty-four years under the same management.

Circulation books open. 'Phone 631 for advertising rates.

We guarantee a reply to our want ads or money refunded.

And perhaps a more definite circulation statement than, "read by two-thirds of the people in Fond du Lac every night," would have been more satisfactory to the possible advertiser. It would seem, too, that the *Reporter* should make more noise with its guarantee of a reply to each want ad, or money refunded.

For real space-selling value, the scheme outlined below commends itself. It is practical and much stronger than the one just referred to, because it indicates the possibilities for business from neighboring towns through advertising in the *Evening Messenger*, and, in that way, creates an interest which, sooner or later, is likely to be expressed in requests for rates and further information:

MESSANGER PRINTING Co.,
Publishers of Daily and Semi-Weekly
Messenger.

FORT DODGE, IOWA.

Editor of PRINTERS' INK:

DEAR SIR—Enclosed herewith you will find a folder which we send out each month to the business men of Fort Dodge. We try each month to send out something different in the way of information which will be of benefit to the advertiser—that will enable him to advertise more intelligently and know what the *Messenger* can do for him. This month you will notice that we have given him the number of tickets sold from the neighboring towns to which the *Messenger* goes so that he can appreciate the volume of traffic into Fort Dodge from these towns. Next month we will

have something different for him to consider.

In each of the folders mailed, we give the detailed statement of circulation, sworn to. In asking them what we can do for them, we let them know that we will render them any assistance we can that will be of benefit to them. We will write their ads for them, change them daily if they wish, help them to plan a sale, or offer suggestions for a sale, provide them with catch phrases, or criticise their copy.

Very truly,
MESSANGER PRINTING Co.,
(Signed) James E. Downing,
Adv. Mgr.

The cover is not particularly strong in its wording, which is, "Don't Throw This Away. Read It Over Twice." It would seem that "They Buy in Fort Dodge—Do They Buy of You," "Are You Getting Any of This Business," or something of a similarly suggestive nature would have been much more likely to awaken interest, and quite as likely to whet curiosity. But the body of the circular, printed on the two inside pages is good, though of course it is not strictly up to the label of "Private Information." It runs like this:

PRIVATE INFORMATION.

Here is a little private information for your own use. You probably have had no occasion to inquire into the number of people who come to Fort Dodge from the neighboring towns. If you have not looked into the matter you will be surprised. During the month just passed the railroads sold 5,792 tickets to Fort Dodge from thirty-five of the following towns:

Clare, Duncombe, Eagle Grove, Calender, Moorland, Somers, Gowrie, Badger, Dayton, Kalo, Otho, Harcourt, Burnside, Humboldt, Pioneer, Gilmore, Rolfe, Clarion, Webster City, Judd, Pilot Mound, Boxholm, Lehigh, Knierim, Rockwell City, Rinard, Lyon, Thor, Manson, Evanston, Poca-hontas, Barnum, Vincent, Industry, Brushy.

Have you any way of knowing how many of these people came into your place of business? Have you made any special effort to attract people from these towns to your store? Do you realize the value of this business to the retail merchants of Fort Dodge and don't you think it would pay you to at least try to land some of this business for yourself?

The *Evening Messenger* goes to everyone of these towns six days in the week.

1,614 of its readers are outside of Fort Dodge—only 208 of this number are farmers. The remainder are in these neighboring towns.

1,568 papers are delivered by carriers in Fort Dodge.

Can't we get together this month

and start a campaign for more business? Is there any way we can help you?

Then, on the back is a sworn statement showing the number of copies printed each business day, and the daily average, for the preceding month. All of which looks very good.

The Baltimore News, Baltimore, Md., has conducted, in its own columns, a very persistent and somewhat "different" campaign for classified business. Its character is best shown by the following reprints which, in the originals, occupied from five to ten inches, double column, and were set in a plain type that is very easy to read:

TO THE LADIES.

Advantageous presentation is afforded advertisements particularly intended for the fair sex in the "To the Ladies" column on the News' classified pages.

Seamstresses, modistes, masseuses, hairdressers and others whose services or commodities appeal to "milady" can find no better medium than this column.

No objectionable advertising is allowed to creep in among these notices. Your announcement in the "To the Ladies" column is sure to be in good company. It is also sure of respectful attention on the part of that portion of the community it is designed to reach.

PUT IT IN THE "NEWS."

RECOGNIZED WORTH.

PRINTERS' INK is a weekly publication that is read and respected by newspaper and advertising men all over the world. It is universally recognized as an authority on publicity topics.

In a department of this little magazine headed "The Want Ad Mediums Of The Country" are listed those newspapers whose grade and class entitle them to consideration among advertisers as good "classified" mediums.

The Baltimore News is the only newspaper in Maryland listed in this department of PRINTERS' INK. To quote that publication: "A large volume of Want business is a popular vote for the newspaper in which it appears."

Popular opinion of a newspaper gauges its strength. In Baltimore, it pays to

PUT IT IN THE "NEWS."

THE WINDOW V.S. THE NEWS-PAPER.

Put a sign in your window reading "Boarders Wanted" or "Rooms For Rent" or "For Sale or Rent." How many people see that sign?

Just as many people as happen to

pass that way and accidentally look toward it.

Put a little Want Ad in the "Boarders Wanted" or "Rooms For Rent" or "For Sale or Rent" columns of the News. How many people see that ad?

Tens of thousands of News readers—people who are looking for it—people who want the house or the accommodations you have to offer.

No wonder folks are beginning to realize the value of classified advertising.

PUT IT IN THE "NEWS."

THE USES OF THE CLASSIFIED.

Few people realize the scope of classified advertising.

From "Boarders Wanted" to "Real Estate For Sale," and from "Religious Notices" to "Help—Solicitors and Salesmen"—in fact, the whole range of human desires and necessities is compassed in the classified columns.

If you've a house for sale—if you want a domestic—if you're out of a position—if you are seeking investment opportunities—if you want to advertise your business at small cost—if you want to buy or sell anything that anyone else is likely to bargain for or purchase—if you want anything from a bird to an automobile—

You can get in touch with tens of thousands of readers of the News by inserting a little Want Ad in the classified columns.

There is no surer medium—there is no better time to try it than right now.

PUT IT IN THE "NEWS."

And this was a little want ad story that appeared in a news column:

ACCOMPLISHED ITS PURPOSE.

Ad Brought Results In Two Hours

After Paper Was On Street.

On Monday last Mr. Charles E. C. Smith, assistant cashier of the Commercial and Farmers' National Bank, inserted the following advertisement in the "Help Wanted—Female" Column of the News' classified pages:

NEAT COLORED GIRL for housework; references required. Apply at at 2025 Maryland ave.

Yesterday's morning mail contained the following letter:

Baltimore, Feb. 19.

Evening News Publishing Company:

Dear Sirs—Yesterday I sent you an ad for girl for housework, and asked you to publish the same three times. Please do not continue it, as the first ad accomplished its purpose. Within two hours after the paper was published I had four applications.

Very truly yours,

CHAS. E. C. SMITH.

The much-mooted domestic service problem has no terrors for the house-

holder who is wise enough to "Put It In The News."

Here is a want ad appeal from the Bridgeport (Conn.) *Farmer*, that would doubtless have been more effective if the rate per word had been given, but a good one, nevertheless:

PUBLICITY IN SMALL PACKAGES FOR USE IN THE HOME.

All of the "home journals" and "household magazines" put together would be of less value to the housewife than the pages of her daily newspaper which contains the want advertisements.

Through the want ad columns the housewife not only secures her domestic help—seamstress, nurse, laundress, cook; but she trades her old piano for a nearly-new dining room set; her old seal-skin coat for a costly sideboard; her "duplicate" silverware for cut glass; and "hubby's" old overcoat for a load of kindling wood.

In the course of time she finds a better place to live at a lower rent; finds a cash buyer for that suburban lot which Uncle John willed to her a few years ago; and discovers a better music teacher for Ethel; and rents the two extra rooms in the house for enough to pay the wages of her household help.

She finds that Publicity, harnessed for use in the home, is a thoroughly domesticated force; and that every penny invested in Farmer "Helplets" returns an amazing per cent of profit.

And here is a general argument for advertising, from the Halifax (N. S.) *Daily Echo*, in which some old points are brought out in a new and refreshing way:

THE "DON'T-KNOW-YOU" CLUB is composed of the people in this city who have not been reached, or influenced, by your advertising.

Every person who moves into the city is a member of this club. Any member of this club is willing to drop out as soon as you get him (or her) interested in your store.

The money you "save" by curtailing your newspaper advertising campaign is the amount of your contribution to the growth of the "Don't-Know-You" Club—and when, through your liberal patronage, "your branch" of the club grows big enough, you will go out of business.

The *Echo* is ready to help you to abolish absolutely your branch of the "Don't-Know-You" Club!

In the theatrical business a man who can "double" is much more valuable than he who has but one talent. In business the man who can in an emergency do more than the one thing he is hired for, is the man the employer will prefer.

NEW ZEALAND ENTERPRISE.

Queen's Chambers, Opposite G.P.O., WELLINGTON, N. Z., June 5, 1907.

Editor of PRINTERS' INK:

In your issue of October 26, 1904, you published an article by the signer on the advertising of Woods' Great Peppermint Cure. At that time the preparation was only selling in New Zealand and Australia. Since then the sale has extended to South Africa, and the advertising will be found in almost every paper in that Continent. So great has its success been in New Zealand, Australia, and South Africa, that it has been now decided to enter the English field, and W. E. Woods, the proprietor of the remedy, has left for England to establish the remedy on the British market.

J. Ilott's Advertising Agency, Wellington, N. Z., has handled the advertising for the preparation from the commencement in New Zealand—the appropriation having been placed by us solely for the past eleven years.

Yours faithfully,

J. ILLOTT'S ADVERTISING AGENCY,
J. M. A. Illott, Mgr. Foreign Dept.

WHAT IS A GOOD SALESMAN?

NEW YORK, July 8, 1907.

Editor of PRINTERS' INK:

I have read with interest the discourse of Mr. Bradley Welch in your last number, on the subject of "Good Copy."

Mr. Welch seems to hold, that "good copy" is not of necessity "copy that sells goods." You have taught us to believe that copy is salesmanship on paper. In this connection might I ask what is a "good salesman"? Is he a man who "sells goods," or what is he?

Very truly yours,

E. R. CROWIE,
Eastern Adv. Mgr. of System.

GET-RICH-QUICK ADVERTISING.

There is no meaner swindler in the world than the promoter of a wild cat financial scheme who knows that there is no virtue in the property he intends, or claims to intend, to develop, but who by the promise of big returns preys upon the pocketbooks of people of limited financial resources and even more limited financial experience. As a rule people who could afford to lose money in ventures of this kind—if, indeed, anyone is so rich as to be able to afford being swindled—are suspicious the moment they read in a newspaper about prospective profits of a hundred per cent or more. But for some strange reason the get-rich-quick instinct seems to blind many people of less financial experience to the fact that there are very few human beings so benevolent that they would spend great sums of money in order to let the public in on schemes that are sure to yield unusual profits. If the fraudulent mining, oil or railroad scheme were as good as it seems in the prospectus the promoters would be very careful to keep it for themselves.—*Cincinnati Times-Star*.

WE ARE NOT "EXPERTS"

Just plain, every-day business men who have an intimate knowledge of Southern conditions regarding advertising. We know every inch of this territory, and the proper mediums to use in reaching the different classes. We invite correspondence.

Armistead & McMichael
INCORPORATED
Atlanta, Ga.

**You can=
not cover
Greater
Cleveland
without
the NEWS.**

How recently have you seen a copy of the

New York Commercial?

It is more of a general newspaper than ever, making a specialty of business news. In other words, it is a

Business Man's Newspaper.

If you wish to appeal to MEN OF AFFAIRS your list should include the

NEW YORK COMMERCIAL

8 SPRUCE STREET

"RATHER BE RIGHT THAN RICH."

Some days ago, I received an order from the Acme White Lead and Color Works of Detroit, Michigan, for one pound of Black Bond Ink, but they forgot to send the money. I immediately notified them that my terms were cash in advance, and I could not make any exception in their case. They replied at once, requesting me to cancel the order. This concern is one of the largest in its line and has a rating of over One Million Dollars, but if I were to fill their order, I could not conscientiously ask every other customer to follow the rule, and my cash-in-advance system would then become a farce. In my fourteen years selling inks, I have turned down a number of concerns, that were worth dollars to my pennies; but as a prominent man once remarked, "I would rather be right than rich." Every one gets the same square deal from me, and when my inks are not found up to the standard I offer no arguments but refund the money, also the transportation charges. Send for my sample book and price list.

ADDRESS :

PRINTERS INK JONSON,
17 Spruce Street, New York.

4 YEARS FOR \$5

The subscription price of **PRINTERS' INK** is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

GOOD WORK

PROMPT SERVICE

William Green

PRINTER, ELECTROTYPYER AND BINDER

Periodicals and Catalogues



OFFICE:

627 West Forty-third
Street

WORKS:

625 to 641 West 43d Street
624 to 632 West 44th Street

NEW YORK CITY

FOR PREMIUMS USE

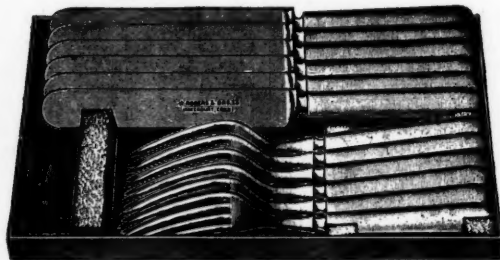
GENUINE



ROGERS & BRO. A-1.

(TRADE MARK)

SPOONS, FORKS, KNIVES, ETC.



The "Star" brand is one of the best known in the market, established more than fifty years. Ask for "Proposition A." Every article bearing the above trade mark is made and guaranteed by

ROGERS & BROTHER, Waterbury, Conn.

INTERNATIONAL SILVER CO., Successor.

The Only Publication of Its Kind

Satirical
Humorous
Artistic

LIFE

Fearless
Unprejudiced
Cosmopolitan

Only five per cent of the families in the United States have incomes exceeding \$3,000 a year.

If that is the class you wish to reach, your advertisement in LIFE would come before the right people at the right time in the right way.

There is little or no waste in LIFE'S circulation. Thought and intelligence are required to appreciate LIFE and five dollars per year to buy it. The quality and quantity of LIFE'S advertising furnish proof.

Our readers are in an optimistic frame of mind when they read LIFE. A good salesman gets his prospective customer into an optimistic frame of mind before presenting the meat of his proposition.

Your advertisement in LIFE would be presented as an old and trusted friend. It could not be missed, since nearly every page contains reading or illustrations. Investigation will prove that LIFE is the favorite in every important club in this country, and in the home the casual visitor picks up this publication in preference to any other.

Sixty cents per agate line.

JOSIAH J. HAZEN, Advertising Manager
LIFE PUBLISHING CO., 17 W. 31st St., New York

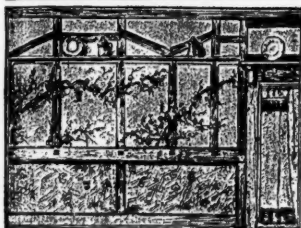
COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

No, gentle reader, this is not a rustic bower in some Arcadian paradise, nor yet is it a scene in an Italian vineyard. The publishers of Keith's magazine offer a "Practical Book on House Decoration" for every subscription. This, no doubt, is an illuminating illustration selected from the book. The negative must have been undertimed or overdeveloped for the reproduction is grayer and more indistinct than a "Whistler Nocturne"

Sketch marked No. 2 overcomes most of the objections cited above, and by introducing



Gray Woodwork and Cherry Blossom Decoration.

A DECORATIVE BIT FROM

Practical House Decoration.

The book for all who intend to decorate either a new or an old house.

Written by experienced decorators.

192 pages, profusely illustrated, size 7 x 9 1/2 inches, printed on fine enameled paper, limp covers. Price \$1.00.

This Book With Keith's Magazine

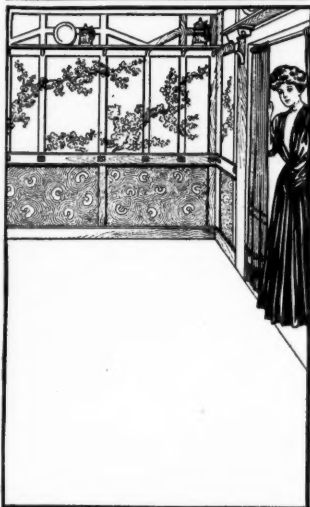
for one year, both for \$2.00, including the four extra numbers offered with all new subscriptions.

Order YOUR Copy Today.

M. L. KEITH, Publisher, MINNEAPOLIS, MINN.

NO. 1.

on a foggy evening. We can imagine the fond home-makers, loaded down with fence rails and grape vines, attempting to duplicate the mist-picture of this advertisement. An illustration of this type should cover two well defined points: distinctness and human interest. The design No. 1 lacks both. The tone is flat, the pen treatment nondescript, and the clearness of detail carefully avoided.



No. 2.

the figure of a woman gives a touch of life to the advertisement.

* * *

The Italian society known as the "Black Hand" still continues

ANY
INTERIOR
OR
ANY
OPENING

Inter-Inter Filing Cabinets

Sturdy the most satisfying demands of any business—large or small. Significant in appearance, practical with greatest capacity and convenience. Standard construction and finish, the 1511—Grand Rapids standard. A perfect, complete equipment that will always harmonize with the original wall. Cleanly lined, built around capacity for space and can hold any other line of cabinets ever made.

Coming No. 7, 1011 or 1021.

Full details under "Inter-Inter Filing Cabinets" in the "Macy's" catalogue.

The Macy Co.
5000 MAPLE AVENUE
CHICAGO, ILL.

Branch Office:
100 N. W. 1st St., Minneapolis, Minn.

its deadly work. The Macy advertisement reproduced on this page is the latest example of their infamous methods, and

bristles with omens of impending trouble. Seven "Little Black Hands" would seem to indicate that the society is growing in numerical strength. At a rough guess it is fair to assume that, after collecting seven or eight cuts, a jig-saw border, and other accessories in the way of diversified type, they were well shaken in a basket and dropped indiscriminately into the forms. The ponderous border in heavy black makes the cabinets seem frail and unimportant, and you wonder why on earth the cabinets were put in, since, in a way, they detract from the border. It is only fair to say, however, that the copy is well and intelligently written.

Apropos of the Phenix Manufacturing Co. advertisement, a story is told of a green servant, who, to wash the windows on the inside, hung with her feet on the outside. The design shown is a fine example of how to go about the right thing in the wrong way. If the venturesome



PHENIX HANGERS and FASTENERS

Solve the problem **HOW TO
HANG and FASTEN** Storm Win-
dows and Window Screens
It's the "Housewife's Joy" for
Clean Windows, Ideal Ventila-
tion, no Piles and Solid Comfort
RETAIL PRICE, 10, 15, 20 AND 30c

Plus Get, with Europe
Sold by all Hardware
Dealers or direct -

For descriptive catalog, address
PHENIX MFG. CO.
940 Center St., Milwaukee, Wis.

man taking a bundle of discolored manuscript from a steel cabinet while Foxy Grandpa, in the lower corner, gives the high sign over the ruins of his stocks and bonds. Poor plates, poor judgment in composition, and poor economy make this advertisement peculiarly ineffective from a pictorial standpoint.

HER MAIDEN EFFORT.
A certain judge had been away from his native city for several years, and upon his return found it difficult sometimes to recognize former acquaintances. One morning a youngish woman, accompanied by a tall boy, entered the trolley car and sat down next the judge.

might just as well be a suspender buckle for all the enlightenment the casual observer can obtain. If the fastener had been in pen and ink and the other portion of the picture in wash with lively contrasts, we believe that a suffering public could "Solve the Problem," as the reading matter states, with less tax on nerves, patience and eyesight.

PRESERVATION OR RESTORATION! . . . WHICH?
asks the Berger Manufacturing Co. Preservation by all means, as restoration is manifestly outside the range of human possibility. If restoration could occur these pictures would show a

man taking a bundle of discolored manuscript from a steel cabinet while Foxy Grandpa, in the lower corner, gives the high sign over the ruins of his stocks and bonds. Poor plates, poor judgment in composition, and poor economy make this advertisement peculiarly ineffective from a pictorial standpoint.

HER MAIDEN EFFORT.

A certain judge had been away from his native city for several years, and upon his return found it difficult sometimes to recognize former acquaintances. One morning a youngish woman, accompanied by a tall boy, entered the trolley car and sat down next the judge.

"How do you do, judge?" she said cordially. "I don't believe you remember me? I am Mrs. X."

"Why, so it is! Mrs. X, I am delighted to meet you again. How do you do? And who is this with you? It can't be your son! Bless me, I would not believe you had a son so big."

"Oh, yes," replied the guileless Mrs. X., flattered by his cordiality. "He is my first-born—my maiden effort, judge."—Lippincott's.

A SALOON-KEEPER'S HONEST ADVERTISING.

Tombstone, Arizona, claims credit for the frankest saloon-keeper in the United States. He keeps the Temple Bar Saloon, and advertises his business with most surprising frankness. "Allow me to inform you that you are fools," he says, yet his place is usually filled. He maintains that he is an honest saloon-keeper, and that it will not hurt his business to tell the truth about it. He has had printed an advertising card which would make an excellent manuscript for a temperance lecture. Copies are being circulated through the western States and are attracting much attention. The card reads as follows:

"Friends and neighbors: I am grateful for past favors, and having supplied my store with a fine line of choice wines and liquors, allow me to inform you that I shall continue to make drunkards, paupers and beggars for the sober, industrious, respectable part of the community to support. My liquors will excite riot, robbery and bloodshed. They will diminish your comforts, increase your expenses and shorten life. I can confidently recommend them as sure to multiply fatal accidents and incurable diseases.

"They will deprive some of life, others of reason, many of character, and all of peace. They will make fathers fiends, wives widows, children orphans, and all poor. I will train your sons in infidelity, dissipation, ignorance, lewdness, and every other vice. I will corrupt the ministers of religion, obstruct the Gospel, defile the church, and cause as much temporal and eternal death as I can. I will thus 'accommodate the public'; it may be at the loss of my never-dying soul. But I have a family to support—the business pays—and the public encourages it.

"I have paid my license and the traffic is lawful, and if I don't sell it, somebody else will. I know the Bible says: 'Thou shalt not kill,' 'No drunkard shall enter the kingdom of heaven,' and I do not expect the drunkard-maker to fare any better, but I want an easy living and I have resolved to gather the wages of iniquity and fatten on the ruin of my species.

"I shall, therefore, carry on my business with energy and do my best to diminish the wealth of the nation and endanger the safety of the State. As my business flourishes in proportion to your sensuality and ignorance, I will do my best to prevent moral purity and intellectual growth.

"Should you doubt my ability, I refer you to the pawnshops, the poorhouse, the police court, the hospital, the penitentiary, and the gallows, where you will find many of my best customers have gone. A sight of them will convince you that I do what I say. Allow me to inform you that you are fools, and that I am an honest saloon-keeper."—Sample Case.

THE opportunist is the man who is willing to do the things he likes not, doing them because he sees in them stepping stones to things he does like.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (800 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

"ADVERTISERS' TALK" about my good advertising work. It's free. SETH BROWN, Chicago.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

WANTED—A first-class telegraph editor on morning paper in Western city of 50,000 population; salary \$30. Address "S. G." care Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A MORNING daily in the South West, with a circulation over 15,000 is looking for a competent city editor. Address "SOUTHWEST," care Printers' Ink.

WANTED—An editorial writer of dignity, conservatism, pungent expression, and news experience. Answer sending at least one article illustrating style, good opening. Address "INDEX," care Printers' Ink.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for free Booklet No. 7, FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 915 Grand Ave., Kansas City, Mo.

WANTED CIRCULATION MANAGER.

Requirements:

1. At least 5 years' actual experience in magazine circulation work.
2. Now employed in circulation work.
3. References must prove clean record and ability as a result producer.
4. Age, between 30 and 40 years.

To such a man we offer the opportunity of a lifetime to come out into "God's Country" and become associated with the leading magazines of Western America. Address, giving full information, salary and references, The Pacific Monthly Publishing Co., PORTLAND, OREGON.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

WANTED—Strictly High-Grade Advertising salesman acquainted with hardware manufacturers in the East. Permanent, paying situation to right man. All correspondence strictly confidential. Address "H. P.," care **Printers' Ink**.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.



COIN CARRIER used as an advertising medium. If you want a living advertisement, put it on this **COIN CARRIER**. Send for sample and prices.

BEST MFG. CO.,
1019 Law Bldg.,
Indianapolis, Ind.

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties, 25¢ con. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

PAPER.

BASSETT & SUTPHIN,
63 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

PRINTING.

PROMPT delivery of highest quality printed business forms and advertising matter, at our specialty. Let us estimate on your next order. If your job is a very technical one or requires exactness in all respects we can suit you. **THE BOULTON PRESS**, Drawer 9, Cuba, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
17 of 17 Spruce St., New York. Sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers. No other paste so clean, convenient and cheap. Sample Free. **BERNARD**, 609 Hector Building, Chicago, Ill.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 4 cts. stamps. **H. S. & A. H. LACEY**, Washington, D. C. Estab. 1869.

BUSINESS CHANCES.

SALESMEN—Write the **DAYTON LABEL CO.**, Dayton, O., for sample outfit and sell 2,000 printed **GUMMED STICKERS** for \$1 on the side \$10 per cent com. and a square deal. Write now.

ADVERTISERS—All kinds; large and small. Why pay publishers' prices? We allow discounts on any publication's issues. Prompt, careful, honest service. Bank references given. Try us once; it's for your interests. Send copies your ads; receive our lists, special prices, etc. **FREE. QUEEN CITY ADVERTISING CO.**, 145 Blymer Bldg., Cincinnati, Ohio.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list, price illustrated catalogue. (C.O.) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

SPECIAL NOTICE.

"A ROYAL ROAD TO KNOWLEDGE"—Millions of up-to-date pictures and clippings on every topic, from all sources, classified for instant reference. Calls or correspondence. **THE SEARCH-LIGHT INFORMATION LIBRARY**, 341 Fifth Ave. (opposite the Waldorf-Astoria, N. Y.)

NEWSPAPER WRITING.

I AM WRITING newspaper advertisements, booklets, folders, circulars and follow-up matter that produce business. Charges moderate. Write me on your letter head to-day. **WARREN ECKLES**, Trenton, N. J.

PROFITABLE ADVERTISING.

11 BEST BOOKS on Advertising, all for \$13. Send for list. **PROFITABLE ADVERTISING**, Boston.

PROFITABLE ADVERTISING, Boston, Mass. The leading advertising journal, \$2 a year. Sample copy 20¢.

LETTER WRITING.

"HOW TO WRITE LETTERS THAT FULL" Sherwin Cody, the leading authority on letter writing, gives in his 50 Instruction Cards for Business Men scores of the most successful letters ever sent out in this country, and describes all the latest devices and wrinkles for soliciting by mail, collecting money, handling agents, etc., etc. Strongly endorsed by admirers of Marshall Field & Co., Lyon & Healy, and many others. One man has increased orders from letters making quotations on gears from 25¢ to 35¢ within 60 days—nearly 50% more business. Address 1421, **SECURITY BLDG.**, CHICAGO.

FOR SALE.

FOR SALE—One of the best bargains ever offered. County seat town of over 10,000. Long established daily and weekly, paying handsome annual profit. Price \$9,000; \$5,000 cash required. Address "R. M.," care **Printers' Ink**.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONES for the job press, newspaper or catalogue. Our new location is right in the heart of the city, two blocks from Times Square subway station. STANDARD ENGRAVING CO., Seventh Ave. at Fortieth St., New York.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 8 or more, 50c. each. Cash with order. All newspaper screens, service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 3x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

AGRICULTURAL and Newspaper Advertising. A. C. THEGEN AGENCY, 422 Drexel Bldg., Phila.

THE IRELAND ADVERTISING AGENCY, 3915 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO., Chicago, Ill.

PUBLISHERS.

Newspaper Publishers

DESIROUS OF INCREASING

Local Advertising Patronage

WILL LEARN OF

A Most Effective Plan

BY ADDRESSING

THE LINCOLN PUBLISHING CO.

38 to 52 S. 4th Street,
Philadelphia, Pa.

Only one paper in each town will be considered.

ADVERTISING MEDIA.

The prominence of

THE THEATRE MAGAZINE

as the right medium for the advertising of the highest class of goods is based on its record of results. You cannot tell a good story in THE THEATRE MAGAZINE style to THE THEATRE MAGAZINE readers without getting profitable results. Write for sample copy, rates and information.

THE THEATRE MAGAZINE,

26 West Thirty-third Street, New York.

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

SAN DIEGO—Union. Only morning and only Sunday paper in San Diego. Full Associated Press Service. Its territory is larger than Mass., Conn., R. I. and New York combined. Los Angeles morning papers do not reach San Diego until afternoon. Foreign advertising handled by VRELAND-BENJAMIN, Special Agency, 150 Nassau St., New York; Tribune Bldg., Chicago, Ill.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

LIFE INSURANCE.

A New Life Insurance Company, PROTECTIVE LIFE by name, with headquarters at Birmingham, Ala., wants an advertising insignia or trademark for permanent use: one capable of being used in a very small or larger way. A good fee will be paid for any accepted form. Address WILLIAM D. JELKS, P. O. B. 324, Birmingham, Ala.

ADWRITING.

PRACTICAL ad writing; correspondence invited. GRIFFITH K. DICK, Evansville, Ind.

POSTAGE STAMPS.

25 OFF un gummed, unused, U. S.; c. o. d. OR-SEL, Buyer, 264 Milwaukee Ave., Chicago.

BUSINESS OPPORTUNITIES.

HAVE \$5,000 to invest in newspaper or trade paper in the West. What have you? Address "G. M." care Printers' Ink.

SPECIAL bargains in advertising books. "Advertising," by Edward Page, \$1.00; "Modern Advertising," by Calkins & Holden, \$1.00; "Practical Journalism," by Shuman, \$1.00; "Chicago College of Advertising," 40 lessons, bound. Mahin method, best course ever published, \$10.00; "The St. Elmo Lewis Course of Advertising," bound, \$50.00 course for \$5.00. Send prepaid. HARRY H. HARDING, Mattoon, Ill.

MISCELLANEOUS.

LET US PRINT your catalogs and booklets! A modern plant and skilled workmen enables us to produce these better than most printers, and at a minimum of cost. Send your specifications. REVEILLE PRESS, Vevay, Ind.

PUBLISHING BUSINESS OPPORTUNITIES.

TECHNICAL Weekly. This paper has been handled conservatively, but has paid circulation of high quality, and carries excellent line of advertising. Now shows good returns on \$50,000. Which amount would buy the property. This is one of the few great fields yet available, which is capable of large developments. EMERSON P. HARRIS, Broker in Publishing Property, 255 Broadway, New York.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

J. W. MUNROE,
Advertising Specialist,
4¼ Washington Street.

WATERTOWN, N. Y.

Editor Ready Made Department:

DEAR SIR—Will you kindly pass your opinion on the enclosed ads of the Watertown Gas Light Co., one of my clients.

The figures were taken from the Fire Department records and are accurate, but the remainder of the report I made out of whole cloth, also the local news item. The "Statement of Fires" was published June 22d, in with editorials (special position), and the small item run the same date in with local news items, also special position.

The statement, with subsequent reading set in pica, will be published two or three times this week on local page, special position, over Gas Co.'s address.

Thanking you for your valuable criticisms, I remain, a very warm friend of PRINTERS' INK.

(Signed) J. W. MUNROE.

I can't conceive of any better kind of advertising for gas as a fuel than the publication of accurate, official records of fires and their causes when so good a showing can be made for gas. Such advertising is likely to put a large and abiding "crimp" in the oil-stove business, and oil and gas are pretty close competitors, particularly in hot weather. I do not believe in making advertising out of "whole cloth," but see nothing unfair in making reasonable deductions from the statistics presented, which, so far as I can see, was all that was done in this case. It is a particularly good idea to take the figures for five months, because if only a single month's figures were used, it might be said that a month which had been especially unfavorable to oil stoves had been selected. Here is one of the ads:

REPORT OF FIRES AND CAUSES IN WATERTOWN DURING PAST FIVE MONTHS.

Kerosene in oil stoves, etc. 13
Sparks from chimneys, blast furnaces, etc. 10

Live ashes carelessly thrown out... 5
Matches accidentally ignited 5
Defective chimneys 4
Defective stove pipes 4
Clothing too near stove pipe 2
Over-heated stove 1
Sparks from fireplace 2
Furnace 1
Spontaneous combustion 1
Soot in stove pipe 1
Open gas tip too near wood casing 1
Electric wire 1
Meat on stove igniting 1
Excelsior accidentally ignited 1
Cigar stub 1

54

While the number of fires correspond with those of previous years, the resulting damage is less, due to the increased efficiency of apparatus and alarm system.

The greatest percentage of fires is, and always has been, caused by the use of kerosene oil, principally in stoves. As shown in the above statement, about one-fourth of the fires originated from this source, although this is the lowest percentage ever attained. This is due to the fact that gas stoves are taking the place of kerosene and that the statement covers a period of the year when coal and wood are extensively used.

Here is the conclusion of another which also contained the figures given above:

Why is it some people will continue to use kerosene oil with its dirt, odor, smoke and danger?

Everyone knows it cannot approach gas for clean and dainty cooking!

Certainly it isn't the cost, for gas is the cheapest fuel in use to-day!

It can't be that it's enjoyable work filling and cleaning kerosene oil stoves!

Why is it? Can you say?

WATERTOWN GAS LIGHT CO.,
9 Arsenal Street.

And here is the "local item," which was calculated to awaken interest in the subject:

The report of fires in Watertown during the past five months published on page four is very interesting and should be a lesson to those who are in the habit of leaving matches promiscuously about, throwing out burning ashes, or who are not extremely careful in the use of oil stoves.

HENRY SWARTZ STOVE COMPANY,
and
QUAKERTOWN STOVE COMPANY,
Branch Office and Salesrooms,
Nos. 37 & 39 North Second Street,
PHILADELPHIA.

Editor Ready Made Department:

DEAR SIR—We enclose you a few clippings of our advertising. We would like you to give us your opinion on same. We beg to call to your attention that our idea of advertising is to carry through the idea of the picture of Mr. Swartz, and you will also notice that the outside lines of the entire advertising never changes. Any criticisms on your part would be greatly appreciated. We will look in PRINTERS' INK for it. You will greatly oblige,
Yours truly,
SWARTZ THE STOVE MAN.

With the above letter there came one ad from the back of a Y. M. C. A. minstrel show programme, three post cards and two small, single-column newspaper ads, all singing the song of Swartz in various keys. Each ad carries a cut of a very healthy looking man with sleeves rolled up—presumably Mr. Swartz. That looks business-like. Each ad starts with the line, "My name is Swartz," followed by the query, "Ever met me?" And then you begin to find out what you wanted to know all the time—what Swartz does. "I will clean the smoke pipes and drums of your heaters for one dollar," he says; and that is a satisfying bit of information. In my humble opinion there is too much said about Swartz and too little about what he does. I believe that the talk about cleaning smoke pipes should come first. There is no question as to the importance of impressing the name on the memory of the possible customer, but it isn't necessary, nor desirable, that the name should be given such prominence as to subordinate the offer of service. Here is a reprint of one of the newspaper ads, and just below is the one from the programme, both minus the cut of the man with his sleeves rolled up:

MY NAME IS SWARTZ!

Ever met me?

For one dollar I will clean the

smoke pipes and drums of your heaters.

Now is the time.

SWARTZ THE STOVE MAN.
Both "Hellos" 67 N. 2d St.

MY NAME IS SWARTZ!

Ever met me?

For one dollar I will clean the smoke pipes and drums of your heaters.

Don't wait until you have to send in a "rush" order.

The time to prepare for next Winter is now!

When you want stove repairs to fit any stove or heater, see me.

SWARTZ THE STOVE MAN,
67 N. 2d Street.
Both "Hellos": Bell, Market 2133
A. Keystone, Main 1263.

*This Is All Right—For a Photographer,
or Almost Any Business. From the
Zanesville (O.) Signal.*

Not Dignified Enough—

That's what the editor says about my advertisements.

Now I've got a lot of dignity only I don't loaf around much in it, especially when I am talking to the people about Cox's Photos. Elbert Hubbard says "Dignity is what we use to conceal our ignorance." And as we are not ignorant of the photo business we can't be very dignified in our talks on the subject. Dignity or no dignity we would like to make you some photos this fine weather. We really want to see you on the subject.

COX'S NEW PHOTO
STUDIO,
North Fourth Street,
Zanesville, O.

From the Houston (Tex.) Post.

Septic Tanks.

If you have no sewer connections to your residence, let us figure with you on the installation of a Septic Tank. We have perfected this device so that country homes and suburban residences can enjoy the use of sanitary apparatus. If you are interested call us up or write and we will give you the necessary information.

COLLINS BROS.,
204 Milam Street,
Houston, Tex.
Phones 96.

76 Olinville Ave.,
WILLIAMSBURG, N. Y.

Editor Ready Made Department:

DEAR SIR—Inclosed with my subscription to PRINTERS' INK, you will find two ads of different Cocoa concerns which I would like you to criticise, should space in your valuable paper permit.

Just previous to writing this letter, I scanned the *Evening Journal* with the intention of criticising any ads that were not "original." This caught my eye and demanded attention.

Epps's Cocoa ad is a very clear example of the "plain talk" style, and would be seen among a hundred other ads.

Huyler's seem to advertise only to the people who already use their cocoa. Probably they use the "Know the Package" style of advertising.

Certainly a person who is not familiar with the name Huyler, would not know what they were advertising as people reading newspapers are not in the habit of scanning 6-point type, white on black background, in order to find out what the ad is representing.

Yours for success,
(Signed) WM. M. BRAYLEY.

I think the criticisms in the above letter are quite correct. In the Huyler ad, which is all display, hand-lettered, the word "Cocoa" appears only on the cuts representing the cans containing the cocoa, and it is not at all easy to read. Just why three cans were used when a single, larger one would have shown the label, brought out the word "Cocoa" and given the reader a clear idea as to what the package looks like, I fail to understand. The Huyler ad was worded as follows, occupying 3½ inches single column:

HUYLER'S.

Not lowest in price—but best!
Cheapest, because best and goes farthest.

Grocers Everywhere.

The Epps ad, occupying less than 2½ inches, and without illustrations, is easily twice as strong, for it not only impresses the name of the brand on the mind of the reader, but shows at a glance what the ad is about and gives a reason for drinking cocoa.

It is here reprinted very much as it appeared in the newspaper:

You cannot possibly have a better Cocoa than

EPPS'S

"Cocoa stands very much higher than Coffee or Tea." Dr. Hassall says, "and contains every ingredient necessary to the growth and sustenance of the body."

COCOA

A fragrant, delicious, and most healthful beverage.

Sensible Talk on Savings, by the City National Bank of Cleveland, O.

The Man Who Saves

for his money's sake only is a fool; the man whose aim in saving is to insure him against poverty and want is wise and his object in saving is praiseworthy. To him The City National Bank offers that security and safety which the custody of his hard-earned savings should merit—

The integrity of its officials—combined with the careful scrutiny and supervision, which the National Banking laws insure at all times, makes this a most reliable institution.

This Bank pays 4 per cent on time deposits. On saving accounts it pays 3 per cent compounded semi-annually.

Capital, \$200,000.

Here's a Man Who Writes Excellent Ads, but Rarely Starts Them Well. For Instance, How Much Better "Our Four-Minute Breakfast" Would Have Been, as a Headline.

If You Think

that I must be mistaken when I say that you can have a breakfast consisting of soft boiled eggs, buttered toast, and coffee served in four minutes from the time you order at the Essex—if you can hardly believe that this is literally true, just time it the next morning that you are in a hurry.

Moreover, this delicious breakfast, prepared as only the Essex prepares it, costs but 20c.

H. J. P. Hampton,
THE ESSEX LUNCH,
Always Open.
60. N. Pearl, Albany, N. Y.

Another Of An Excellent Series Running in the Albany (N. Y.) Evening Journal.

Your Boy.

The demand for the article on a boy's education which is sent with the catalogue of the Albany Academy has nearly exhausted the edition, but we still have some left. This article is full of valuable and helpful information and should be read by every father. To be sure of obtaining a copy you should write for it at once.

The cost of educating a boy at the Academy is from \$40 a year up, according to class, while to send him to a boarding school means an expense of \$700 to \$1,000 a year. Illustrated catalogue, containing an article on a boy's education of importance to every father, sent free on request. Address:

ALBANY ACADEMY,
P. O. Box 143-A,
Albany, N. Y.
(Founded 1813.)

Good One for the Prescriptionist.

Prescription Advantages.

Adequate stock, scientific and ample experience, give our store marked advantage over many others in this vicinity, when it comes to prescription business. You can be sure of the best prescription service here. The purest drugs and chemicals enter into the composition of all recipes, and our system is such that the danger of mistakes is reduced to a minimum. When you have prescriptions to be put up, remember these advantages, for they mean advantages to you in health, time and money.

In our west window is a display of prescription utensils used in our laboratory. Don't miss this display.

All prescriptions dispensed by registered pharmacists. One registered pharmacist 19 years' experience. One registered pharmacist 17 years' experience.

THE WHITE DRUG
STORE,

D. Chas. O'Connor,
Pharmacist,
243 Main Street,
Fitchburg, Mass.

"A 4x7 Fluff Rug For \$2.65" Would Have Made a Stronger Headline. But It's a Good Ad—Tells the Whole Story and Makes a Good Suggestion. From the Memphis (Mo.) Democrat.

It Will Pay

to have your old carpets made into new rugs.

Why are they cheaper than other rugs?

Because you furnish the material and we charge only for the weaving.

Put a 4x7 Fluff Rug across the room where you walk the most, and in a year you will find the carpet under it as new and bright as it was the day it was put down. This takes only 13 yards of old carpet and costs \$2.65. This includes fringe.

Call and see some of these rugs.

MEMPHIS RUG FACTORY,
North Side Square,
Memphis, Mo.

Savings Bank Argument.

How About The Boy?

The little home safes are greater favorites than ever, and our present supply will enable us to furnish them promptly to all applicants.

One of them would be a splendid thing for that boy of yours, for it would speedily teach him that dimes make dollars, an important fact that it sometimes requires years to grasp.

If he is ever to amount to anything he must learn to be thrifty and saving, for those who get rich from mining stocks and miracles are few indeed.

From your own experience you know he cannot begin too early in life, and it is your duty to educate him along these lines, as well as to send him to school.

Come in and see us about it. They cost you nothing, and a dollar will start his account.

KNOXVILLE BANKING
COMPANY,

Gay St. and Vine Ave.,
Knoxville, Tenn.

ALLEGED HUMOR.

ONE THING LACKING.—Creditor (to editor)—How are collections these days?

Editor—Slow, sir—slow. I've got a good shotgun, but can't get anybody to credit me for shot!—*Atlanta Constitution.*

HER MISAPPREHENSION.—Farmer Hornbeak (in the midst of his reading)—Well—heh! heh!—here's a kind a funny advertisement in the Weekly Clarion: The landlady of the Occidental Hotel wants "a man to wash dishes and chambermaid."

Mrs. Hornbeak (virtuously)—The shameless critter!—*Puck.*

ADVERTISED GOODS.—Customer—Look here! I bought a bottle of your hair restorer last week, and all I've got for using it is a couple of large bumps on my head.

Hairdresser—Good gracious! I must have given you a bottle of our bust developer in mistake!—*Bagology.*

ON THE DARK PLUTONIAN SHORE.—The latest arrival had come aboard the ferryboat to cross the Styx. As he gazed about him, Charon, the grim ferryman, came by.

"I don't see any advertising cards around," he said to Charon.

"No," smiled the ferryman, "advertisers dont seem to come in this direction." I guess they go somewhere else.

Thereupon the latest arrival insisted upon going right back home.—*Fame.*

GASTRONOMIC ITEM.—An Irish woman, meeting a neighbor in Fleet street, was glad to see her friend wearing a happier face than usual.

"Wnat do you think, Mrs. Grady? My husband has got a job."

"I am delighted to hear you say so, and what is he doing?"

"Faith, he tells me he is feeding the press in a printing office."

"Feeding the press? Go on, now; why, Murphv's not been able to feed himself for the last two months. Feeding the press, indeed. I'd teach him to bring the food home to his poor wife."—*Scottish Typographical.*

THE USUAL "ENVELOPE."—A Kansas editor mentioned that he sometimes received a letter "with a 'V' in it" after the paper has contained a painstaking wedding notice or obituary. "We sometimes receive envelopes on such occasions ourselves," says the *Herrington Sun*. "They usually contain a note saying: 'Enclosed find two cents postage, for which send us four copies which has the notice of our daughter's wedding. We are sorry you made such a mistake as to say 'the bride was dressed in pink chiffon'; it wasn't chiffon at all, it was tulle. Yours respectfully, etc.'"—*Kansas City Star.*

THE LATEST.—He: Is this serial story worth reading?

She: Oh! it's perfectly splendid. It describes all the heroine's gowns, and if you write to the editor he'll send you a pattern and tell you where to get the material cheap.—*Brownie's Magazine.*

EUPHONIOUSLY PUT.—Commenting on the Advertisements Regulating Bill the London *Daily Graphic* says henceforth hideous assaults upon the eye are to be debarred. Quite right. Assaults upon the eye, though usually decorative, are rarely if ever becoming, no matter how artistically executed.—*N. Y. Telegram.*

COULD DO BETTER WITH THE PLOW.—In his early days in the newspaper field a prominent Southern editor was visited by a Georgia farmer, having his seventeen-year-old son in tow, and who, upon entering the office, said: "I came to git some information, Editor."

"I shall be glad to afford you any that I can, was the polite response.

"Well," said the farmer, "this boy o' mine wants to go into the literary business, an' I thought you would know if there was any money in it. It's a good business, ain't it?"

"Well, yes, said the editor, after some little hesitation; "I've been in it myself for some years, and —"

Whereupon the farmer eyed him from head to foot, glanced around the poorly-furnished office, surveyed the editor once more, and then, turning to his son, said: "Come 'long home, Jim, and git back to your plowin'."—*Everybody's Magazine.*



THE USES OF ADVERTISEMENT.

Striped Jersey: "Allo, Bill. What are you now?"

Bill: "Food for babies. What are you?"

Striped Jersey: "Anti-fat."—*Pick-me-up.*